

Starchroom

LAUNDRY JOURNAL

First in the Laundry Industry since 1893

MARCH, 1954



New drive-in and quick-service plant of Nuway Laundry & Cleaners in Oklahoma City features four drive-through lanes, glass booths, and comfortable television room for waiting customers. Story on page 24

How large chain handles laundry.....page 18

Young men discuss sales, profits.....page 21

Controls keep credit in black.....page 42

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A



HALF WHEAT

Satinette

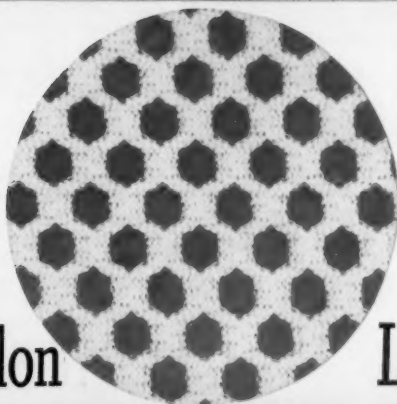
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**Big Boy
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- More **ECONOMY** It lasts longer.
- More **SPEED** Faster pinning. Easier, faster loading and unloading.
- More **PAY LOAD** It never clogs, always handles suds freely.
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- More **EFFICIENT** Low absorption leaves less water to extract.

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Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

VOL. LXI, No. 3, MARCH 15, 1954

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Miscellany

Among the many interesting letters we received following publication of our 60th Anniversary Issue in December was one from John Ripley of Topeka, Kansas. Page 40 of that issue was a reproduction of an offer published in February 1898, and frequently thereafter, of a one-year subscription to STARCHROOM and one of the original cuts of "the handsome laundry advertising designs" found on that page—all for \$1.

Believe it or not, Mr. Ripley (you'll have to forgive us; we couldn't resist the temptation) not only used at least six of those little cuts to illustrate bundle stuffers, lists and newspaper ads early in the century; he plans to dust them off and feature them in some one-column ads he is now preparing in connection with the Centennial Celebration of Topeka.

It will be interesting to see the finished copy. Meantime, the thought has occurred to us that other laundryowners might find similar use for this material. If so, we shall be happy to send them photo-stats from which they can make cuts if they will merely drop us a line. They could be used very effectively in connection with the anniversary celebration of a laundry.

Try as we do, we cannot keep typographical and proofreader's errors from occasionally slipping into the columns of STARCHROOM. We like to think that our standards are as high as those of any business paper and we strive mightily to maintain them but, after all, we're only human beings.

This time it concerns Raj Mallick and his aspirations as a laundryowner in Calcutta, India, which we described last month. John Witherspoon at Dupont Laundry, Washington, D. C., (the old "eagle-eye") saw it first, as far as we can tell. At any rate, we do know better. A wage rate of 75 cents an hour in Calcutta would reflect a serious inflation. *Per day* is what we meant to say!

You bring my linen very late.

This is too limp.

You don't put enough starch.

I miss a collar.

See how badly that is done.

You must take it back.

This is badly ironed.

You have scorched the dress.

You put too much blue in my linen.

This handkerchief does not belong to me.

You have torn this dress.

You have kept a pair of stockings.

Have you your bill?—*List of expressions to be used when addressing a washer-woman, reprinted in its entirety from "French Self-Taught," by Franz Thimm.*

In reprinting the above, *The New Yorker* asks, "Où est un Laundromat, s'il vous plaît?"—*Jim Barnes*

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TO THE LAUNDRYOWNER WHO SUFFERS FROM INSOMNIA:

You've slid between the cool sheets and you're lying there, your arms folded behind your head.

From outside, the night sounds lull you towards sleep, and slowly the magic veil starts to lower over your eyes.

Then it happens: that tiny dot of light in the back of your head, growing larger, becoming rectangular. Suddenly it's there, before your eyes, a bright picture of your day at the plant. And sleep is gone, for now.

Those two "quits" on Route 4, a damage claim from that customer on Shady Hill, the accident to one of the trucks . . . plenty to be concerned about.

And you're right. In today's competitive laundry industry, there is plenty to be concerned about! And that's where we come in.

Topping the list of your production problems is the washroom . . . the crucial step in delivering quality work. It's here that your reputation is made or lost . . . and your profits, too.

Washrooms are worry rooms because each wash load is different. Some contain more soil than others. Some are grease-laden, some are grease-free. Some contain unknown soil elements, some just plain dirt. And like a box of chocolates, they all look alike from the outside.

One thing is certain: nothing you, as a Laundryowner, can do will ever change this problem. And certainly, no simple mixture of soap and alkali made in your washroom can ever hope to solve it.

The answer lies in modern chemistry. The answer lies in 12 years of endless trial and error in the laboratory. The answer lies in New PRIME SOHP with SHOCK-TROOP ACTION!

For here at last is the one complete product which washes brilliantly clean in hot or cool water — *regardless of the degree of soil!*

A complete product which "job-rates" itself to every type of load!

A complete product which fires barrage after barrage of reserve alkali washing power into the load when needed, *but only when needed!*

A complete product which actually washes clothes 15% brighter *to the naked eye!*

Here is a complete product with a chemical brain, changing with unbelievable speed to the demands made upon it by any load. Here is SHOCK-TROOP ACTION . . . blasting free the soil, *yet protecting the fabric!*

Born in the mighty crucible of modern chemical research, New PRIME SOHP with SHOCK-TROOP ACTION is no mere mixture of tallow soap and alkali. It is 12 chemically-balanced built soaps in one, welded together in a perfect union by homogenization in a giant spray tower, more than four stories high!

This is the end result of almost four thousand days and \$100,000.00 of continuous research. This is the modern washing product which at one stroke has rendered all others obsolete. This is New PRIME SOHP with SHOCK-TROOP ACTION.

Are you still awake, Mr. Laundryowner, lying with your hands behind your head?

Fret no more. A call to your jobber in the morning will bring you a trial order of New PRIME SOHP with SHOCK-TROOP ACTION. Use it for every type of wash; use it with curiosity; use it with confidence!

Then rest easy. Your washes will be uniformly perfect. Your damage claims will scatter like sheep over the fence of dreams. Your volume and profits will rise with new vigor, and each morning thereafter, you will, too!

And you'll agree that New PRIME SOHP with SHOCK-TROOP ACTION is the finest soap product you've ever used in your laundry. If for any reason you are not 100% satisfied, you have lost nothing, for it is sold with an unconditional, money-back guarantee.

Gordon R. Fulton President
Beach Soap Company
Lawrence, Mass.

126 Years' Continuous Progress in Manufacturing of Fine Soap Products

NEW CHEVROLET TRUCKS

do more work per day . . . more work per dollar
on every type of hauling or delivery job!



Time and money are the two most important factors in any trucking job—and the new Chevrolet trucks for '54 are built to save more of *both*!

THEY SAVE YOU TIME ALL THE TIME

Whether you deliver door-to-door or haul state-to-state, new Chevrolet trucks will speed up your schedules. They bring you new hour-saving engine power—greatly increased acceleration and hill-climbing ability. You save time with greater safety . . . and *without* increasing your maximum road speeds. In traffic or on delivery routes, new truck Hydra-Matic transmission* saves time, and saves driving effort as well. It's the last word in no-shift truck driving.

THEY SAVE YOU MONEY IN EVERY WAY

Along with increased power, these great new trucks bring you increased operating economy. You enjoy hefty gasoline savings in every model, thanks to new high-compression performance. In addition, you save on upkeep and maintenance. That's because you get extra strength and stamina in drive line and chassis. There are heavier axle shafts in 2-ton models, newly designed clutches and stronger frames in all models.

See your Chevrolet dealer for all the facts about the "savingest" Chevrolet Advance-Design trucks ever built! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

MOST TRUSTWORTHY TRUCKS ON ANY JOB!



CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thrifmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on 1/2-, 3/4- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cab models, "Jobmaster 261" engine on 2-ton models, truck Hydra-Matic transmission on 1/2-, 3/4- and 1-ton models.

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



Are you cashing this earnings check?....



Manual operation of the washroom, in any laundry, is an unnecessarily expensive operation. Much potential earning is lost forever by inefficient equipment and out-moded methods. The heart of the laundry operation, the washroom, carries the greatest responsibility for earnings. Should this operation fail to meet its responsibility the overall earnings of the business are seriously affected. Net profits earned by a laundry equipped with manual washers are rarely proportional to the effort extended in their earning. Any laundry operating with manual washers and showing a profit, cannot afford neglecting to investigate the opportunity for the greater profits derived from **ROBOT** automatic washers. Extra earnings are sacrificed every month the laundry operates manually.

ROBOT Fully Automatic Washers, all over the nation, are helping laundry operators show extra earnings every month. Their efficient, error-free, labor and space saving performance has earned them the respect of the entire industry. Write today and learn how **ROBOT** can help you to cash in on extra earnings.

Robot Laundry Machinery Sales
Division of The Wolf Company
Chambersburg, Penna.

Please send without obligation full information
on **ROBOT** Self-contained Automatic Washers.

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Company _____
Address _____
City _____ Zone _____ State _____



ROBOT

LAUNDRY MACHINERY SALES
DIVISION OF **THE WOLF COMPANY**
CHAMBERSBURG, PENNSYLVANIA

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER



Does this happen in your laundry?

This padding is packing down. Buttons break, the collars have crow's-feet, and the cuffs wrinkle. Besides, the shirts don't look good.

If you've ever had this trouble and lost good customers because of it, you'll appreciate the value of *Jomac 54*.

Jomac 54 has thousands of springy loops which won't pack down. It greatly lowers button breakage; prevents crow's-feet and wrinkles; improves the quality of finished work; helps keep customers satisfied. Its uniform porosity prevents scorching.

Jomac 54 is economical too. It saves 25% to 40% of your press padding costs, up to 75% of your pad-replacement time, and it fits any size buck.

Jomac 54—made only by C. Walker Jones Co.—is sold by leading laundry suppliers everywhere. Ask for the name of your nearest supplier.

FREE. A set of *Jomac Press Padding* covers for collar or cuff unit. Send us a paper pattern, plus the make and model of your press. C. Walker Jones Co., Philadelphia 38, Pa.

JOMAC 54 PRESS PADDING



NO BROKEN BUTTONS



NO CROW'S-FEET



NO WRINKLES

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**strong
arms**

for heavy-duty washing

Metso Anhydrous Sodium Metasilicate Metso 200 Sodium Orthosilicate

Here are two members of the Metso Detergent family which are sought by plants, processing heavily soiled commercial and linen supplies.

● *Metso Anhydrous** is technically pure anhydrous sodium metasilicate ($\text{Na}_2\text{O}:\text{SiO}_2$). Over 50% of its composition is sodium oxide (Na_2O). Combined with this is soluble silica to give the balanced ratio of sodium metasilicate, long recognized for superior detergent performance. As a concentrated builder, small amounts produce quality work.

White, free-flowing granules are sized to minimize dusting. Order a trial lot of Metso Anhydrous either in 400 lb. fibre drums or in 100 lb. multiwall paper bags.

● *Metso 200* is a highly concentrated sodium orthosilicate ($2\text{Na}_2\text{O}:\text{SiO}_2$). The sodium oxide (Na_2O) content is approximately 60%. Its silica content of approximately 30% aids in increasing its effectiveness as a soap builder. Metso 200 promotes quick detergent action in emulsifying and saponifying oils and then in preventing soil from re-depositing.

Free-flowing white granules are sized for quick solubility and dust-free handling. Order Metso 200 in 400 lb. fibre drums.

Descriptive booklets free on request:

- "Metso Anhydrous for Laundries"
- "Metso 200 Sodium Orthosilicate"
- "Metso Granular (Hydrated Metasilicate), Cleaner, Fresher Whites"
- "Metso 99 (Sesquisilicate), Improve Quality Easily"

*U.S. Pat. 2,239,880

PHILADELPHIA QUARTZ COMPANY
1160 Public Ledger Bldg.
Philadelphia 6, Pa.



metso® detergents
PC[®] SOLUBLE SILICATES

In each and every bearing, we match rollers to almost microscopic limits

NOT satisfied to finish rollers to extremely close tolerances, Timken Company engineers designed the special machines you see pictured below. They sort rollers into even more precise sub-sizes so we can match the rollers in *each* and *every* bearing to almost microscopic limits. Result: each roller carries the same

load, assuring quieter operation, longer life.

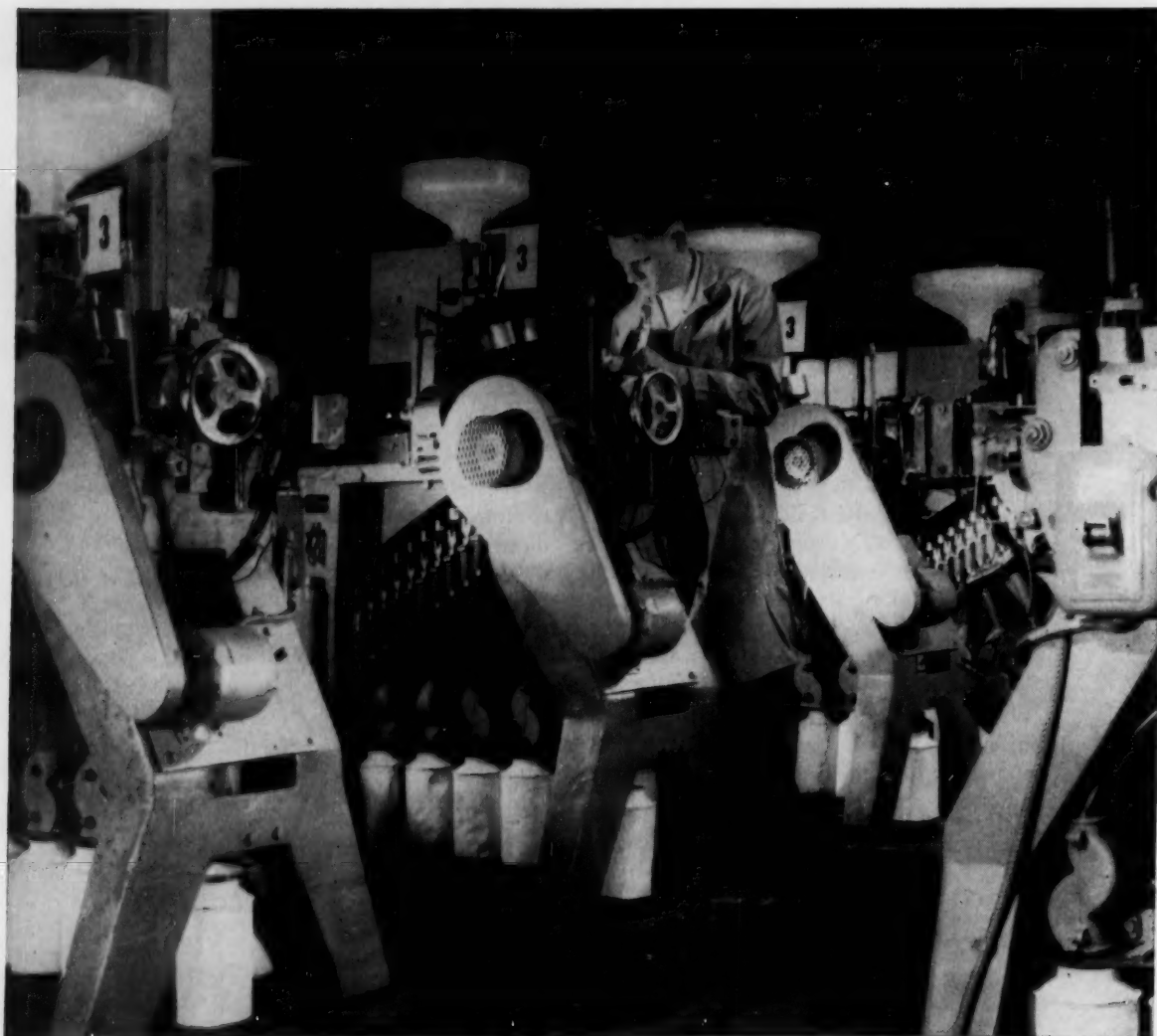
This is typical of the many extra steps we take to give you more for your money than any other bearing manufacturer. In fact, only with Timken® bearings do you get *all* these advantages: advanced design, precision manufacture, rigid quality

control, special analysis Timken steels. The end result is that every Timken bearing insures longer life, reduces friction and cuts maintenance costs to a minimum.

Whether you're buying or building machinery, specify Timken bearings. Or if you're replacing bearings, insist on Timken tapered roller bearings. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable address: "TIMROSCO".



This symbol on a product means its bearings are the best.



TIMKEN
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS



NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER ◯

BEARING TAKES RADIAL ⊙ AND THRUST — ⊙ — LOADS OR ANY COMBINATION — ⊙ —

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the answer to **SOFTER,
BETTER, WATER**

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THE NEW SCIENTIFIC COMPOUND THAT
SOFTENS AND ACTIVATES WATER IN
ANY WASHING FORMULA

detergents do **DOUBLE**
THE WORK...in Laundering,
Wet Cleaning, Rug Cleaning, or Dyeing

Use Jen-R-8 to

- ... properly condition water for maximum detergency
- ... prevent formation of "lime" soaps, soap film and odor
- ... overcome "graying"—produce cleaner, softer, brighter work
- ... reduce tensile strength loss — add life to fabrics

- ... accelerate the removal of protein, iron, blood and grass stains
- ... obtain effective antichlor action
- ... save soap, bleach, nets, water, time and labor
- ... lower cost—less of this concentrated and active product goes farther, produces superior results

- ... insure uniformity and efficiency in use under varying conditions of high temperature, high alkalinity
- ... permit versatility of application —use direct in wheel, in stock solution or in soap tank
- ... simplify operations—easy to use with any formula and degree of water hardness

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Starchroom Editorial

We Still Think So

"Can you imagine a good automobile salesman trying to sell a line of cars he hasn't tried out, sat in, driven? Yet there are men selling appliances who never fried an egg on the range they sell."

So Mrs. Jessie Cartwright said in a speech to the convention of the National Appliance and Radio-TV Dealers Association. The lady is home service director of the Norge Division, Borg-Warner Corp., and seems to know what she's talking about. She continued:

"I'm not trying to put men out of the appliance business; I'm trying to point out that women are ideally fitted to help..."

"A successful sale by a well-trained woman salesperson will cut down 30 percent on nuisance service calls, and will build goodwill that results in more and better sales."

Had we not known who the speaker was, and to whom she was speaking, before we read her remarks we could have shut our eyes and imagined we were in the hall at a laundry convention listening to something we have long wished to hear someone tell a group of laundry-owners.

The more we have traveled around since writing our editorial titled "The Feminine Touch" for last June's issue, the more we have become convinced that the thought behind it may have some merit. We don't want to crow; but we *have* received some unsolicited, favorable comment on the subject from a number of our laundryowner friends in various communities.

The editorial referred to the continuous training program for route salesmen *operated under the guidance of a woman* in six laundries in Washington, D. C. Each of the six laundry managements involved was skeptical at the outset as to the efficacy of having a woman participate in the conception and execution of a training program for its route salesmen. But, having surrendered none of their managerial responsibilities or prerogatives, after two years' experience with the plan at the time the editorial was written, not one of them showed any inclination to abandon it.

When we were in Washington recently we heard a rumor to the effect that the plan had been dropped by some of the participants but we were reassured upon inquiry that Peggy Dwyier was still on the job. In fact, she was just embarking on a series of meetings with one plant which she had not previously been able to schedule. So, if anyone is still interested in observing the plan in operation, an inquiry addressed to Wilmer H. Balderson, executive secretary of the Laundry-Dry Cleaning Association of the District of Columbia, will result in the necessary arrangements at the plant involved.

In the meantime, we're still wondering if the answers to our questions of last June are as self-evident as we thought they were. Or were we way off the beam?

Need we remind ourselves, we asked, that we are engaged in a business which brings our representatives into contact with women? That those women are faced with an influx of new fabrics and the attendant problems of caring for them? And that if we don't give them the answers to those problems they will look elsewhere for them?

Who should understand a housewife's point of view better than another housewife? Who should be able to get that point of view across to our route salesmen better than a lady with the demonstrated skill of a Peggy Dwyier?

We thought at the time that the Washington plan, with some modifications, could be made part of the American Institute of Laundering's activities in such a way as to benefit the entire industry. We thought it merited the careful consideration and study of AIL's Board of Directors. We thought so then, and with all due respect for those who do not share our opinions, we still think so.

Such a plan could tie in beautifully with the many valuable public relations activities which AIL is currently engaged in. Latest among these is the colored slide film—

"Every Day Is Monday"

We thought it was good when we first saw it in Los Angeles last October and, after seeing it again at the recent AIL Young Men's Conference, we still think so. But what pleased us most of all was Ward Gill's announcement that Dallas, San Antonio, Philadelphia and Louisville are among the cities in which local laundry-owners and laundry associations have succeeded in getting it approved for showing in the public schools.

This is most encouraging news because it clearly demonstrates what many of us believed to be true—that school authorities, given the opportunity, would be as happy to include the educational material provided by the professional laundries as the material made available by the domestic soap and home-laundry-equipment manufacturers.

The success achieved by interested laundryowners in these four cities indicates that, if similar projects are instigated in enough other cities, it is reasonable to expect that our industry will be as fairly and effectively represented in the classrooms of America (especially the home economics classrooms) as any other industry.

Here's how interested laundryowners should proceed to get the most out of the film:

1. Contact the home economics departments in your grade schools, high schools and colleges, explaining that you would like to give them an educational film showing the modern methods used by professional laundries.
2. Send to AIL at Joliet for a copy of the film (on 15-day approval, if you like).
3. Arrange a showing with school officials. When they agree to use it, you will *know* that something is being done *in your community* to help combat the influence of home washer and soap manufacturers.
4. After you have sold this critical audience you will want additional prints for showing to your employees and on the programs of civic groups in your community.
5. Most important of all, arrange for an immediate follow-up among potential customers in your trading area. The experience of Monarch Laundry in Chicago with the film "More Time for Living" clearly indicated that such a follow-up *within 24 to 48 hours of a showing* is a "must." Otherwise, the memory of your audience will fall to the point of questionable effectiveness.

UNIT SORTING INCREASES PRODUCTION 50%

Sorting by Folders Cuts Cost, Reduces Mix-Ups, Speeds Service



Unit sorting begins in the classifying-marking department. Shirts are separated and sent to the marker to be counted, listed and identified. Last number of mark indicates bundle number. Nine or ten bundles make a lot.



Entire 9- or 10-bundle lot of shirts goes to one shirt unit. When the folder completes a piece, she sorts it directly into proper bin in a Bishop 9- or 10-bin Sorter-Transporter. When folder finishes lot, all pieces are sorted.



Since all bundles have number ending in 1 to 9 or 1 to 0, sorting into bins numbered 1 to 9 or 1 to 0 is fast, easy . . . does not slow down folder's production. Completed lot goes to checker-wrapper without extra handling.



No sorting department needed. Checker-wrapper moves Bishop bins into position, checks each bundle of shirts against list, then wraps. Sorting by this system is faster, more accurate, less costly than by old method.

BISHOP SORTER-TRANSPORTERS

Save one handling of every shirt . . . cut hours per day from bundle processing time. Ten bins fit either 9- or 10-bundle system. Two types: For shirts (bins 10" wide, 15" high, 18" deep), No. 829-1010, \$69.00; for wearing apparel (bins 13" wide, 15" high, 18" deep), No. 829-1013, \$79.00. Ask for details.

**SEND
FOR
FREE
BOOK**

Clip this coupon today

G. H. BISHOP CO., 1600 Foster St., Evanston, Ill.

Please send full information on unit sorting system in which folders do the sorting; also details of Bishop Sorter-Transporters.

PLANT _____

BY _____ TITLE _____

STREET _____

CITY _____ STATE _____

OUR JOBBER IS _____

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G. H. BISHOP CO.

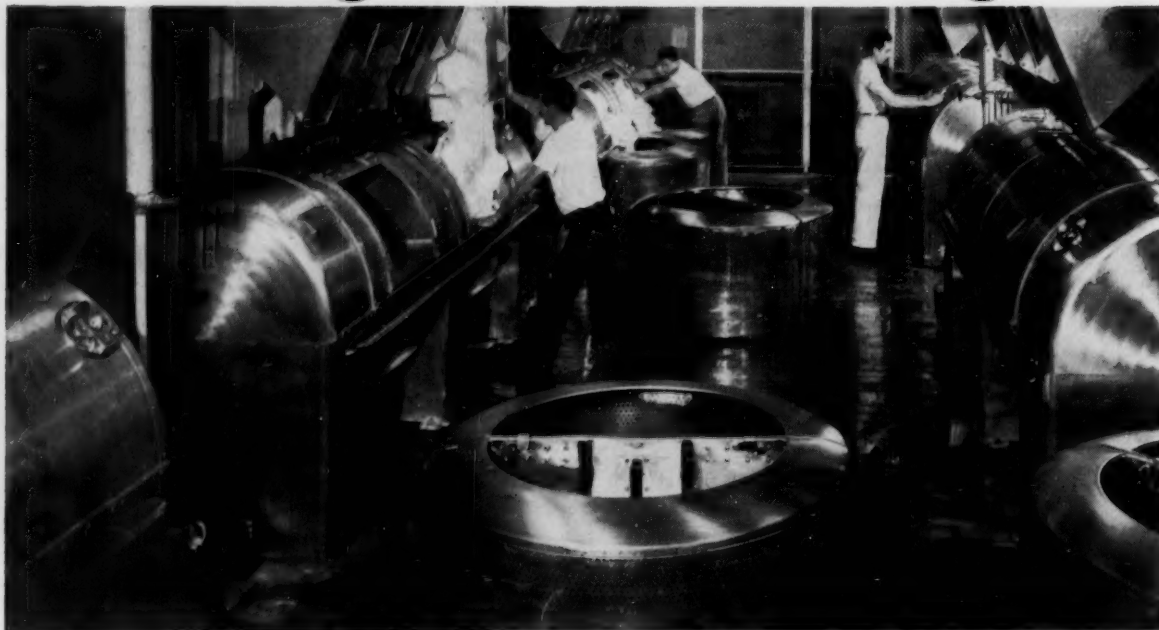
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(A SUBURB OF CHICAGO)

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Investigate before you invest!

COMPARE

and you'll choose Troy



You're making a sizeable investment when you buy a new piece of laundry equipment. Before you decide, see what Troy has to offer. You'll want to know about

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 - **Fast Delivery**
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 - **Field Service**
- **Labor-Saving Features**
 - **Time-Saving Features**
 - **Simplified Maintenance**
 - **Streamlined Appearance**
 - **Plant Layout Service**

To be sure you're getting the most for your money, investigate Troy's complete line of quality equipment. Just use the handy coupon for more information. Troy, world's oldest builder of power laundry machinery, is at your service. No obligation, of course.

Troy

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Division of AMERICAN MACHINE AND METALS, INC., East Moline, Illinois
World's Oldest Builder of Power Laundry Equipment

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13

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D - DOCTOR
S - SICK

	A	M	P	M	R		A	M	P	M	R
12-7-53	✓					S					
12-14-53	✓										
12-19-53	✓										
12-29-53	✓										
12-31-53	✓										
1-7-54	✓										
6	-	11	-	1/2	DAYS						
1-11-54	✓					D					
1-24-54	8:55										

LATE & ABSENCE RECORD
9-53 1M

appears he pulls out the attendance card. On this he records the date and puts a check mark under a.m. or p.m. depending on whether the worker failed to show up for the morning or afternoon shift, or both. A letter code ("D" for Doctor and "S" for sick) is used for comments if the absent employee took the trouble to notify the employer that he wouldn't be in.

A quick check is also made of cards in the in rack to note tardiness. At St. Mary's these are easy to spot, for the timeclock prints an asterisk before all time punched after the starting hour. If an asterisk appears, the foreman copies off the punched-in time on the attendance record.

When absences are considered too frequent, they are totaled and the offender called in for an interview. A second interview may result in dismissal if the reason given is not considered satisfactory. In this case a discharge paper is given on which all dates of absence are copied from the attendance record and the person is asked to sign . . . which he usually does since he cannot deny the evidence.

This procedure generally makes a strong case for the employer should the discharged person make a bid to draw undeserved unemployment compensation.

Sometimes absenteeism can be checked by finding out the true reason why employees don't report for work. At a recent New Jersey Laundry and Cleaning convention Dr. Martin W. Schaul cited an interesting incident.

A large industrial plant on investigating the causes of absenteeism among its employees found that many women took a day off now and then for the specific purpose of paying bills.

When the company offered its employees a checking service to pay bills by mail, absenteeism was considerably reduced. □□

Are you encouraging ABSENTEEISM?

Two ideas suggest ways to reduce this problem

By HENRY MOZDZER

ABSENTEEISM all too often may be attributed to company indifference and/or the failure of management to find the *real* reason why workers stay out.

Under a policy of indifference the employee feels that he may come and go as he pleases since no effort is made to question his actions. The problem is more prevalent than would ordinarily be suspected.

Absenteeism is expensive for management not only from the viewpoint of lost production, disrupted schedules and disintegrating morale but from yet another angle. In many cases if an employee is finally fired on the grounds of "absenteeism" he will be able to collect unemployment compensation *unless* management can prove the charge is justified. Since management

foots the bill for unemployment compensation, it is only right that this investment be protected and given to those who honestly deserve it.

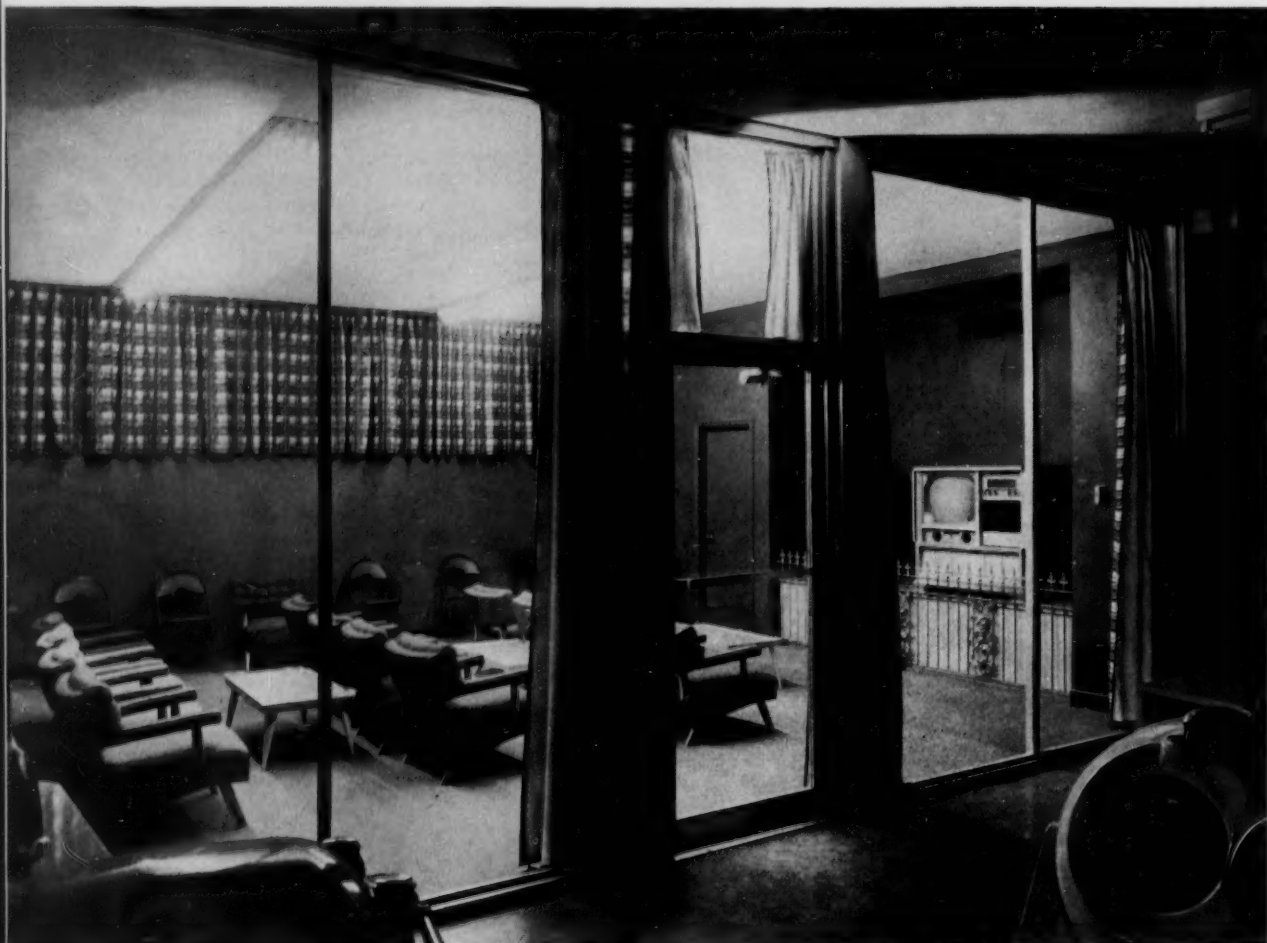
At St. Mary's Laundry in Ardmore, Pennsylvania, the employee is made conscious of the fact that management does consider attendance important. This is not done in a threatening manner. In fact, the approach is quite subtle.

The timecard rack contains two cards for each employee. One is the conventional timecard; the other is used to keep track of absence and tardiness.

As the employee reports for work he takes his timecard from the "out" rack, punches it and puts it in the "in" rack. Later the foreman checks the out rack and wherever a timecard



ATTENDANCE CARDS in out rack at left are changed twice a year to get everyone off on the right foot



ABOVE: CUSTOMER COMFORT is provided for in this luxuriously carpeted, completely air-conditioned television room adjacent to quick-service plant

QUICK-SERVICE PLANT is well lit and equipped. Both self-service and attended service are available. TV room is at upper left of picture



READY STORAGE ROOM above "drive-through" booths will provide display windows for finished drycleaning. Note stairs in glass-enclosed booths below. Elevators are at the rear of each booth and to the right



*By featuring air-conditioning and TV
for customers' ease and amusement*

Nuway thinks it has achieved

The Ultimate in a Feeder Plant

By LOU BELLEW

FEEDER PLANTS have been tried, with varying degrees of success, in many sections of the country, but to this writer's knowledge none has yet been attempted on the elaborate scale of the new one opened last December in Oklahoma City by Nuway Laundry & Cleaners. It is a combination drive-in and quick-service plant.

The building itself can best be described by the accompanying photographs. It's set back from the intersection on which it is situated with four "drive-through" lanes leading to two glass-enclosed booths. These booths form a support for the 20-foot-wide second story which extends out from the quick-service plant. Immediately above the booths the second story is used for storage, while above the quick-service plant the second story consists of nine furnished apartments.

The drive-in booths are each 20 feet long, 10 feet wide, and glassed in all around except for a brick-enclosed elevator shaft in the corner of each. One girl attends each booth, servicing cars from either side. Only laundry bundles to be fully finished and garments to be drycleaned at the main plant are accepted at the booths.

Finished work, upon receipt from the plant, is stored in the upstairs room which is serviced from the booths by 125-pound elevators (one in each booth). The elevators are about 5 feet high, 3 feet wide and 2 feet deep. Each contains a rack for hanging finished garments. As finished

work reaches the upper level a girl places drycleaning in numbered racks along the sides of the room, laundry bundles in bins in the center. One girl upstairs services each booth below. Thus, two girls are required for each booth; one upstairs, one down.

When a customer drives up to a booth to call for her work, the girl downstairs uses a tel-autograph to get the essential information to the girl upstairs. She then sends the elevator up for the finished work. The elevator takes 8 seconds to get upstairs. The upstairs girl loads the work on the elevator and sends it down for delivery to the customer, who has not had to leave her car.

Access to the second-story room is gained by a metal stairway at the end of each booth. Incoming soiled bundles are kept on the floor of the booths until periodic arrival of the truck from the main laundry plant. The truck parks out of the way of traffic at the end of the booths where work is loaded and unloaded through a door to the booth.

With barely two months of operations completed and only enough business to merit operating one booth when we were there, it was too early to fairly say how the new operation was doing. However, the management estimates that each booth will be capable of handling \$5,000 weekly sales without increasing the number of employees.

The quick-service plant is equipped with eighty-eight 9-pound washers, eight 25-pound open-end washers and twelve over-and-under, or twin-basket, tumblers. The customer has her choice of doing the work herself or having it done by an attendant. If the former, the work is done in one of the smaller washers; attended-service work is done in the larger wheels.

This equipment is housed in a single large room and is handled by the manager and two girls, except during the rush hours when the office girl pinch-hits. Also, on Saturdays, two extra girls come in. The plant is open from 6:00 a.m. to 8:30 p.m. daily and from 9:00 a.m. to 5:00 p.m. on Sundays.

Just off this room is a spacious, air-conditioned room with luxurious carpeting and easy chairs for the comfort of waiting customers. It is equipped with a large-screen combination television-radio and a record player for the ladies' amusement while they are waiting. The wall between this room and the plant is made of glass. However, curtains can be pulled across the glass wall to darken the room for television watchers (see illustration).

The elaborate use of lights, particularly colorful neon lights, has made the building truly a spectacle at night. Also, the all-glass sides of the upstairs "ready" room afford ideal display windows for the colorful finished drycleaning. The glass is tinted just enough to prevent fading or discoloration of the garments. □ □

Laundering in a Big Way

How Spotless handles 115,000 shirts
and 30,000 pounds of flatwork weekly

By JAMES A. BARNES

A MILLION PEOPLE a month is a lot of customers to serve and Spotless Stores, Inc., has been doing it for many years. The 30-year-old firm originally built its reputation on low-cost drycleaning but 15 years ago it added men's shirts to its list of services. Today its shirt volume averages 115,000 pieces weekly and it is rapidly building up a flatwork volume which may soon reach similar proportions.

The company operates 180 cash-and-carry stores in Manhattan, Bronx, Queens and Nassau Counties in New

York and Bergen County in New Jersey. All work is processed at the plant in Paterson, New Jersey. In order to service the stores from the single plant a fleet of 16 van-type trucks shuttles back and forth, making two calls at each store daily except on Long Island, where the stores are serviced once a day.

Normal service for shirts is three days (in a store on Monday, back at the store on Thursday) but a "Fast Service" guarantees that a customer who drops off his shirts before noon one day can have them at noon the next. The regular price of 18 cents per shirt, three for 50 cents, is charged for the latter service in neighborhoods where competition requires this concession. Otherwise, there is a slight additional cost to the customer.

To handle this volume of laundering smoothly must require an efficient operation, we thought. So we visited the cash-and-carry store at the Spotless plant recently and here's what we found.

When a customer leaves shirts at the store the sales clerk writes the name and address on a specially designed wetproof ticket which measures 3 by 4 $\frac{3}{4}$ inches (see illustration). The color and label of the shirt plus the price are also written on the ticket. Two carbon copies are underneath the original. One goes to the office; the other to the customer.

The upper portion of the original consists of three prenumbered strip tags with perforations for easy separation. Two holes are positioned on each strip so that, when they are separated, there is an indentation in each strip which forms a "neck" to fit in a buttonhole. The clerk separates a tag, folds it in the middle, passes it through the third buttonhole in the shirt and staples it twice, *outside the buttonhole strip*. The staples do not pass through the fabric of the shirt (see illustration).

These tags serve as the only identification through the plant and, because the staples do not pass through the fabric, it is a simple matter for

The illustration shows a rectangular wetproof strip tag. At the top, it has a grid with 'E 2035' and 'OF' repeated. Below this is a section for 'NAME', 'ADDRESS', 'COLOR', 'LABEL', 'TC', and 'PRICE'. At the bottom, there is a 'TOTAL' field and a 'FAST SERVICE' indicator with an arrow pointing right.

WETPROOF STRIP TAG is specially designed with two holes in upper portion so that, after separation, each strip will have a "neck" to pass through the shirt buttonhole

TWO STAPLES, outside the buttonhole strip, are used to secure the strip tag to the shirt without damaging the fabric





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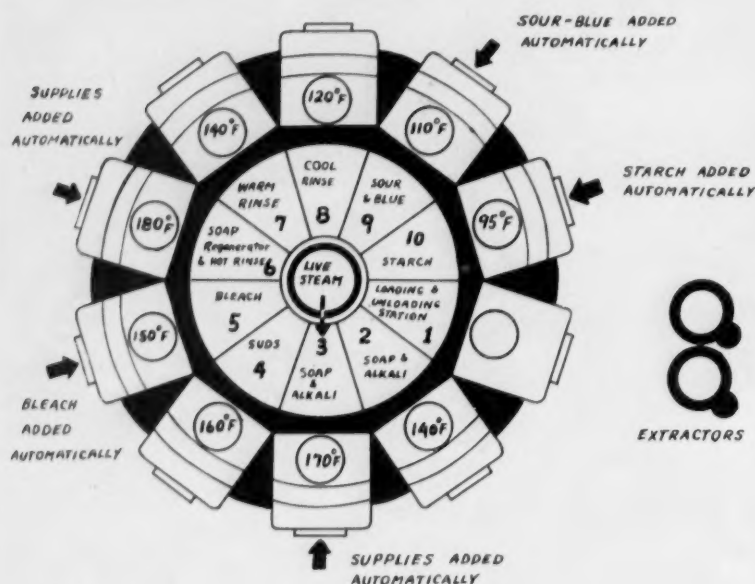
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952 King Street, Wilmington 99, Del.





EACH WASHWHEEL in "merry-go-round" measures 35½ by 35½ inches, holds 100 pounds dry weight. Diameter of entire unit is 19 feet 4 inches, height 6 feet 3 inches. It weighs 19,800 pounds unloaded, 24,960 when loaded and operating. Entire unit rotates in clockwise direction and, as it rotates, the water flows in a counterclockwise direction.

Prime source of water consists of a continuous flow at 130° F, which is fed into rinse bath at station No. 7 at a rate of approximately 22 gallons per minute. In addition, water at tap temperature is admitted at station No. 8 and water at 130° F is admitted at station No. 6, both at approximate rate of 4 gallons per minute. The water flows in counterclockwise direction so that it is heated to approximately 180° F by being in contact with the warm fabrics after they leave station No. 3.

There are partial overflows between stations No. 6 and 7, and between stations No. 7 and 8. The starch, sour and blue are dumped by trip valve between stations No. 8 and 9.

An initial flush of water at 130° F is fed into the washer at station No. 1 after it has been loaded. The continuous discharge line for entire system is between stations No. 1 and 2.

Above sketch shows washing cycle for shirts. The complete shirt cycle requires 30 minutes; 3 minutes at each station. Flatwork formula requires 50-minute cycle; 5 minutes at each station

the customer to tear them off at home. The clerk places the shirts in a white canvas bag. When the bag contains 25 shirts it is ready to go to the plant.

In the plant the bags are emptied into nets which are placed in trucks and rolled directly to the washroom. Here the netted shirts are loaded, 100 pounds per load, into an open-end pocket of a "merry-go-round" washing machine. The machine consists of 10 open-end pockets, or washers, each with reversing action and of equal capacity, mounted on steel casters in a circle facing outward, as if on a rotating platform. It is driven by two electric motors. The two washmen stand at one fixed station for loading and unloading the washers as the trucks are brought to them.

The entire washing procedure is automatic. The clockwise rotation of the unit is controlled by an electric gear which moves the washers from

one station to another every 3 minutes. Starting with the first soap-and-alkali bath each successive operation in the washing cycle is accomplished at the following station (see sketch).

An initial flush of water at 130° F. is fed into the washer upon completion of loading. This flush is to saturate the load, knock out any loose soil and condition the load by bringing it up to 130° F. temperature before it enters the first soap-and-alkali bath.

The prime source of water for the entire washing process is a continuous supply at 130° F. which is fed in at the final rinsing station. This water flows from one washer to the next in a counterclockwise direction. As it flows it is warmed by the heat retained in the shirts coming from the opposite direction.

Steam is injected into the soap regenerator-hot rinse bath at station No. 6. Thus the water is gradually raised

in temperature from 130° to 180° and lowered to 140° at the continuous discharge station.

Economy features

The steam for heating the water to the peak temperature of the shirt formula, as well as all washing supplies, is mechanically and automatically injected into the system when and where required. As the water admitted on the last rinse flows back through the rinsing phases of the formula, the heat of the shirts in the washers which have been moving in a clockwise direction from the point where the live steam was admitted assists in warming the water, thus decreasing the amount of fuel required for water-heating purposes.

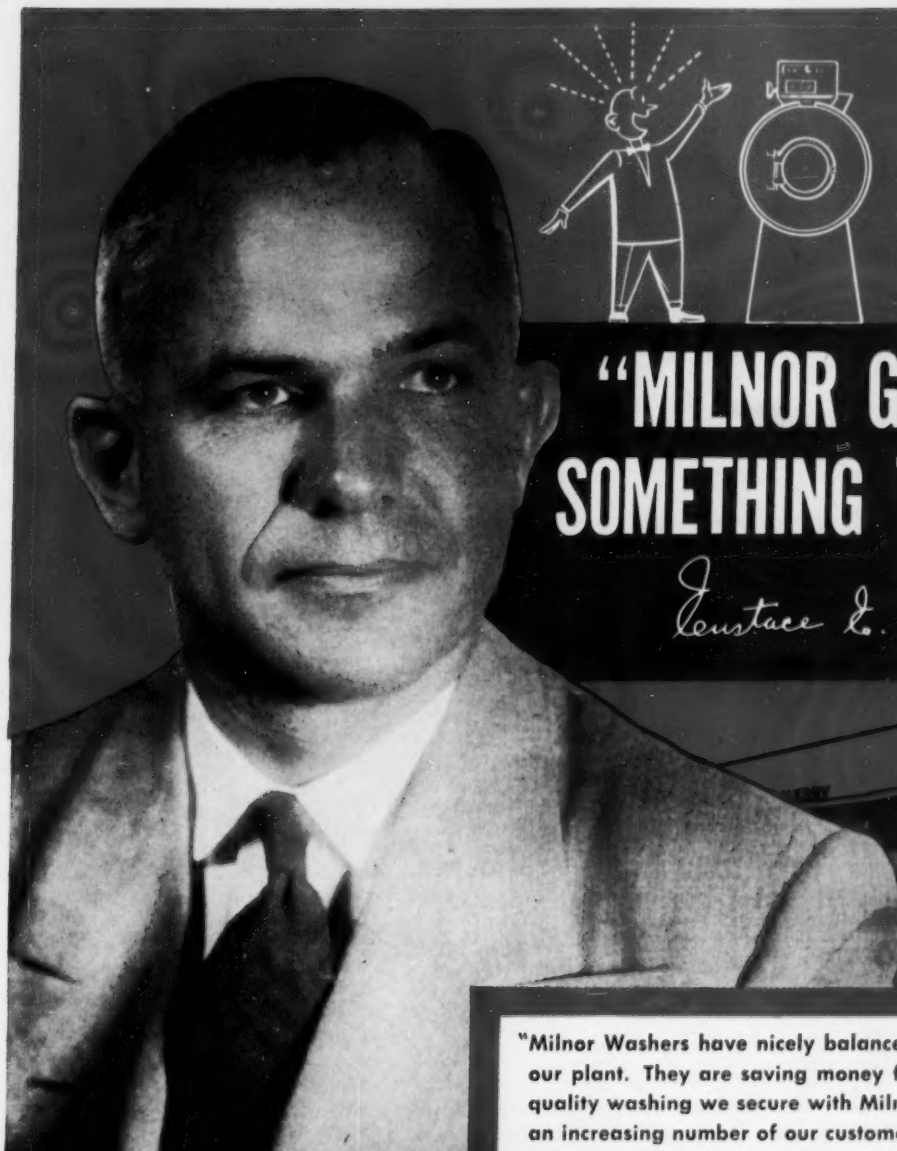
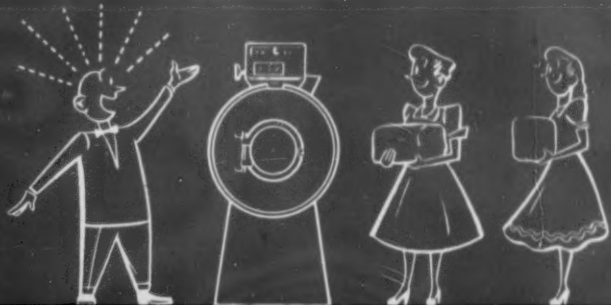
The management at Spotless believes that other savings are being effected too. It points to the fact that by flowing the water through six phases of the washing process in six washers, water consumption and water-softening requirements are considerably reduced. Water consumption is now 1 gallon per pound of dry weight of clothes; it is estimated that it was 4 gallons per pound before installation of the new machine last October.

Spotless also points out that the continuous flow keeps the liquid suds working back through the several suds phases, through the first alkali-soap bath, by which time the soap has been utilized to almost 100 percent of its soil-suspending capabilities before it is dumped down the drain. Operational records compiled to date indicate that the firm will save approximately \$12,000 in washroom supplies this year because of this feature.

As the washer at the loading station is loaded and moves to station No. 2, the washer at the starching station (No. 10) moves to the loading station. The washmen unload this washer by positioning a metal trough from the washer door to one of two adjacent extractors and sliding the nets across the trough. Then they reload the washer and the cycle continues.

The extractors have 36-inch-diameter baskets which are suspended on helical springs to absorb vibration and compensate for unbalanced loads. Each will accommodate 100 pounds dry weight, or one washer load. They are powered by direct motor drives, achieving a maximum speed of 1,180 r.p.m. By extracting shirts for 3 minutes the moisture content is reduced to just a bit more than 50 percent.

From the extractors the shirts are rolled in trucks direct to the finishing

"MILNOR GIVES US SOMETHING TO SELL"

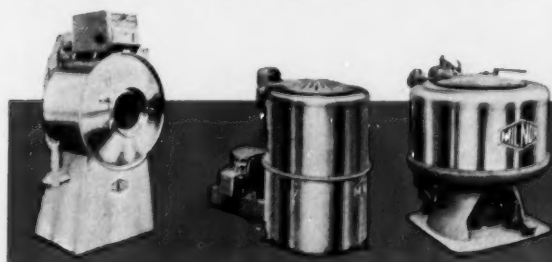
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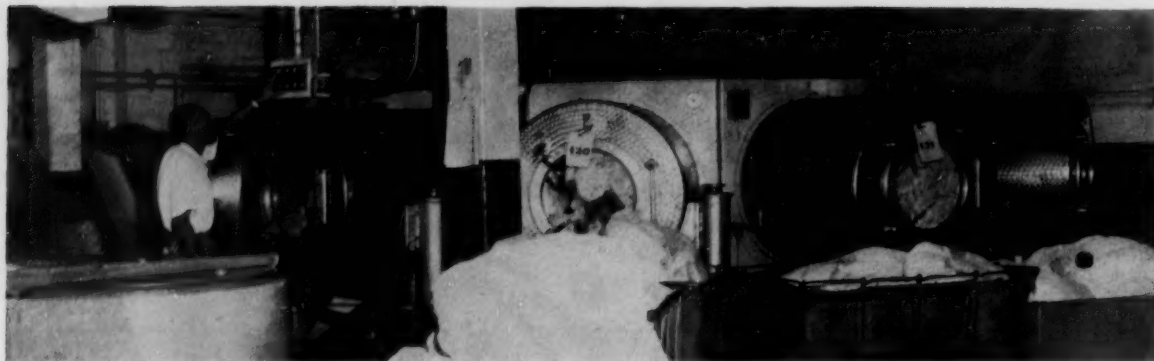
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NETS OF SHIRTS are brought up to "merry-go-round" washing machine in trucks. After washing they are extracted and go directly to shirt unit

lines. Spotless operates 25 four-girl shirt-finishing units. The maximum production standard allowed by the management under normal circumstances is 140 shirts per unit, or 35 per operator, per hour. Only when operating under "forced draft," such as that caused by a three-day weekend, are the girls permitted to produce at a higher rate.

Shirts are packaged in cellophane envelopes at the finishing units by a separate girl. Five girls handle this work, one for every five finishing units.

After finishing, the shirts are packed in boxes for transporting to the stores. At each store the clerk sorts the cellophane-enveloped shirts and puts them in kraft bags, three to a bag, by customer. It is a simple matter for her to see the mark on each tag through the transparent cellophane.

The new flatwork service

Spotless first introduced flatwork finishing to its customers in 13 stores on an experimental basis last November. It put 13 additional stores on this service every two weeks until February 1, when the rest of the chain was added.

Spotless has not promoted the service with any special fanfare; merely posting streamers in each store as it became available. In view of this fact, it is noteworthy that it achieved a weekly volume of 30,000 pounds of flatwork by the week of February 8. This volume came in at the rate of a 10 percent increase each week starting with the second week. At 12 cents a sheet and 6 cents a pillowcase, it represents a very attractive source of income. Here's how it's handled.

In accepting flatwork from a customer, the clerk writes up a triplicate sales slip, gives one copy to the customer and retains the other at the store. The third is inserted in the soiled bundle which she ties up with

string and places in a brown canvas bag. When the bag is full it is ready to go to the plant.

At the plant the bags are weighed to make up 180-pound lots. The lots are rolled in trucks, one lot per truck, to one of four marking booths where an invisible mark is used. The marker opens the bags on one side of her booth, marks the pieces and drops them in a truck on the other side. As each truck is rolled to the washroom it is split in half so that the work is ready to be washed loose, 90 pounds per load, in the merry-go-round washing machine.

Due to the fact that the sheets and pillowcases require a 6-minute extraction to reduce the moisture content to 48 percent, the washing formula runs a total 50 minutes—5 minutes at each station—to avoid a jam-up at the extractors. The washing formula has been adjusted for this, as well as for the highly acid soil encountered in this work.

From the washroom the work is rolled in trucks directly to a 120-inch, 8-roll flatwork ironer equipped with a folder. The finishing crew consists of two shakers, two feeders and one folder. Four girls check and sort the work into individual customers' bundles by stores. Two additional girls wrap the bundles and box them for transporting to the stores.

The management has ordered two more marking booths and an additional flatwork ironer to handle the

expanding volume of business. Still more flatwork ironers will be purchased as the volume requires.

Production statistics

Since the introduction of the flatwork service the plant has operated on a 60-hour week. However, the management was planning to go on a two-shift schedule late in February to eliminate the overtime hours and handle the increasing volume of work.

When the necessary additional extractor capacity has been provided the Spotless executives anticipate an improvement in their man-hour production in the washroom. In the meantime, they don't complain. They are getting 4,000 shirts an hour regularly from their merry-go-round and the extractors are capable of handling them. Furthermore, it takes only two men to handle the entire washroom. Before the new equipment was installed it took three men to put 1,700 shirts per hour through the washroom. In those days they had to work the washroom close to 14 hours a day to produce 23,000 to 24,000 shirts daily.

It's the flatwork that bothers them today. They run shirts through the washroom for five or six hours a day and "sandwich in" the flatwork at the rate of 1,800 pounds per hour. They figure that, with more extractors, they can shorten the washing formula for flatwork to 30 minutes (same as shirts) and really go to town! □□



SPOTLESS PRESIDENT Harry Denberg (right) visits with shirt customer at main plant store



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2-Girl CONSTELLATION Shirt Finishing Unit

Distinguished for the "hand-ironed" finish that sells housewives

Accurate timing, feathery response make the Unipress 2-Girl Constellation the last word in quality shirt finishing equipment. Dual controls swiftly respond to operator lays resulting in perfect machine-operator coordination. Smooth chrome heads and Unipress "gliding" action achieve a superb quality finish.

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LARGE GROUPS of young laundry executives attended each session of the conference

For the fifth year in a row

The Industry's Young Men Discuss Their Problems

"A BLUEPRINT for Better Sales—More Profits" was the theme of the Fifth Annual Young Men's Conference sponsored by the American Institute of Laundering in Washington, D. C., on February 9 and 10. Approximately 150 junior laundry and

allied trades executives from across the nation attended the meeting. As in the past, each session drew the undivided attention of all registrants, the subjects discussed were of timely interest and each speaker was subjected to the usual "grilling" from

members of the audience in the question-and-answer periods.

At the opening session on Tuesday morning Murray P. McCloskey of Clean, Inc., Sylacauga, Ala., told the group how he goes about introducing a new service. Citing his



"YOUNGSTERS" LISTENED attentively and took copious notes

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R. L. CLINE, JR.



GEORGE FOLEY



RUSSELL P. DALE, JR.

wash-dry-fold service as an example, he listed the following four steps as the proper sequence of management action:

1. Survey the market.
2. Hold the necessary sales meetings to properly inform the employees.
3. Run a hard-hitting advertising campaign to support the new service, and,
4. Tie the service in with a sales contest for employees.

Because Mr. McCloskey's plant is only seven years old and has grown to a four-route operation, averaging \$350 to \$450 per route, his remarks carried the ring of authority.

"Cooperative Advertising in Our Home Town" was the subject of L. C. Bruce, Jr., of Star Laundry, Winston-Salem, N. C., the second speaker. He stated that the laundry industry has not kept pace with the times, in his opinion. Then he told how his wife planted a germ in his mind one evening after listening to a nationwide radio show sponsored by a soap manufacturer. The germ grew into the cooperative advertising campaign which he initiated among the quality-conscious laundryowners in Winston-Salem. His description of the "lost generation" of housewives, who formed new households between 1940 and 1950 and have never learned what the commercial laundry can do for them, was dramatic and to the point.

The Tuesday-morning session concluded with a showing of the AIL's new consumer-education slide film, "Every Day Is Monday."

Wilmer H. Balderson, executive secretary, Laundry-Dry Cleaning Association of the District of Columbia, presided at the luncheon which fol-

lowed. Seated at the head table were the editors of the industry's trade press. George H. Johnson, AIL's vice-president, spoke on "Modern Fibers and Their Current Usage." In his customary informative manner, he discussed the characteristics of each of the man-made fibers in turn, their potential market and the treatment each requires in the laundry.

Clive B. Buckley of Buckley Cleaners & Launderers, Milwaukee, Wis., led off the afternoon session with a talk on "1954 Laundry Management Problems and Their Solution." He took over management of the plant in 1946 at the age of 22 and has successfully increased production and lowered costs each year since. His remarks were concerned chiefly with the steps he took to start and maintain this program.

"Production and People" was the subject of Russell P. Dale, Jr., of Dale Brothers Laundry, Springfield, Mass. Like Mr. Buckley, he has found that

his best source of new employees lies among his present workers. He expressed the belief, based on his own experience, that this is true only in those plants where the management takes the workers into its confidence, sees that they are placed in jobs for which they are fitted according to individual personalities and neuroses. Then, and only then, will they act willingly as a labor-recruiting force.

The next speaker was R. L. Cline, Jr., of Lake Side Laundry, Lake Charles, La., who used the theme, "Two to Five Services in Five Years," to illustrate the various changes he made in order to offer services which could be sold at a profit in the plants which his family operates in two cities in Louisiana and in Corpus Christi, Texas. The Lake Charles plant is located in a trading area of approximately 60,000 population and, after an idea is tried and proved successful there, it is installed in the other plants. Part of his talk was devoted to a description of the firm's two "washettes," or branch operations.

At dinner that evening AIL General Manager Albert Johnson introduced Noah M. Mason, member of Congress from the 15th district of Illinois, who spoke on "Uncle Sam, Incorporated." The veteran legislator is a member of the House Ways and Means Committee and was serving at the time of his speech on the President's Commission on Inter-Governmental Relations. Hence, his off-the-record remarks on the current state of national affairs were of great interest, as evidenced by the many questions directed at him.

John W. Lowe III of the Manhattan Co., Washington, D. C., commenced the proceedings on Wednes-



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A time-tested bleach which enables you to prepare a proper strength bleach solution as needed.

HTH SODA BLEACH MIX

A special preparation for laundry operators who prefer a proportioned mix of HTH and soda ash.



L. C. BRUCE, JR.



MURRAY P. McCLOSKEY



WILLIAM BEE

day morning with a talk titled "Plant Production, Sales and Customer Liaison." Extracts appear on page 50.

William Bee, plant supervisor of the AIL's laundry in Joliet, Ill., then described the route operating policies in effect there. He described the way the Institute splits its routes when required in order to gain the maximum sales from a given area, at the same time offering the route salesmen equitable incentives to insure their greatest sales effort.

"You and Your Employees" was the subject discussed by George Foley of Slick's Gary Laundry, Gary, Ind. The text of Mr. Foley's remarks was published in last month's STARCHROOM, page 24.

At luncheon that day Fred McBrien, past president of the AIL, presented plaques of recognition to the speakers who participated in the conference at Cleveland a year ago. Then Harold K. Howe, manager of AIL's Washington office, presented one of

his humorous yet factual reports on legislative matters pending in Congress which affect the industry.

The closing session that afternoon featured three speakers. The first of these was Douglas Fraser of Fine Arts Laundry, Detroit, Mich., who told his listeners how to "Make As Much Money As You Want." The text of Mr. Fraser's remarks was published in last month's STARCHROOM, page 14.

John Hooper of Salem Laundry, Salem, Mass., described "How We Are Building Sport Shirt and Dress Shirt Volume." He told how his management installed new shirt finishing equipment capable of producing a desired amount of volume, then inaugurated an advertising campaign designed to get that volume. (See STARCHROOM, January 1953, page 7.) Mr. Hooper used charts to illustrate how Salem's shirt volume increased 125 percent in the last three years, necessitating the installation of still more finishing equipment.

The final speaker was Clarence M. Stanley of Stevenson, Jordan & Harrison, a firm of management consultants and engineers in Chicago, Ill. Among other points, he stressed the need for the proper proportion of utility workers to permanent production workers in a laundry. He told about the work his firm did for an anonymous laundry, getting it out of the red and into the black figures; and he described for his listeners the difference between the standard-hour and the direct-piecework plans of wage incentives.

Following the concluding question-and-answer period, Albert Johnson gave a brief resume of Institute activities and touched on a few of the matters discussed at the recently held meeting of the AIL board of directors.

It was announced that the next conference will be held in Chicago at the time of the annual convention of the National Institute of Drycleaning in 1955. □□



DOUGLAS FRASER

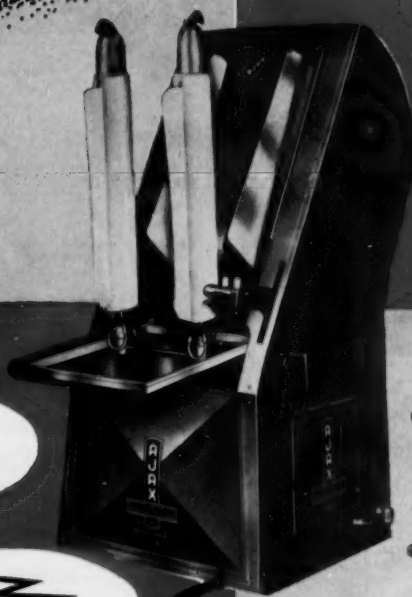


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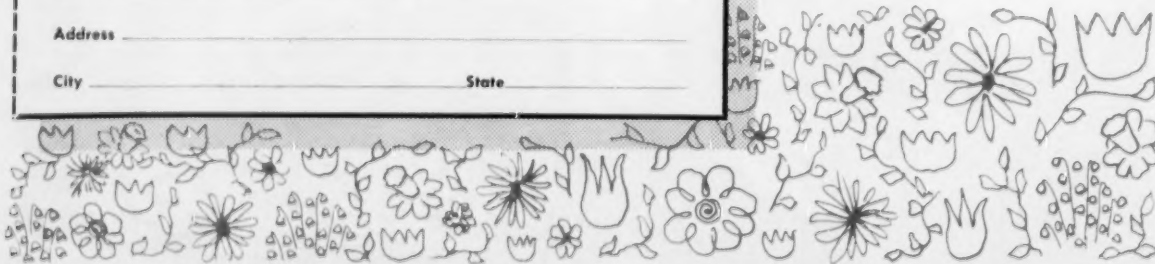
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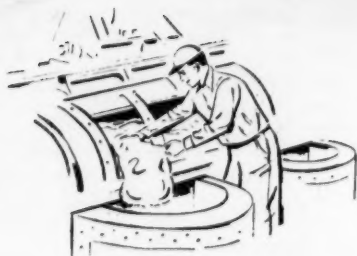
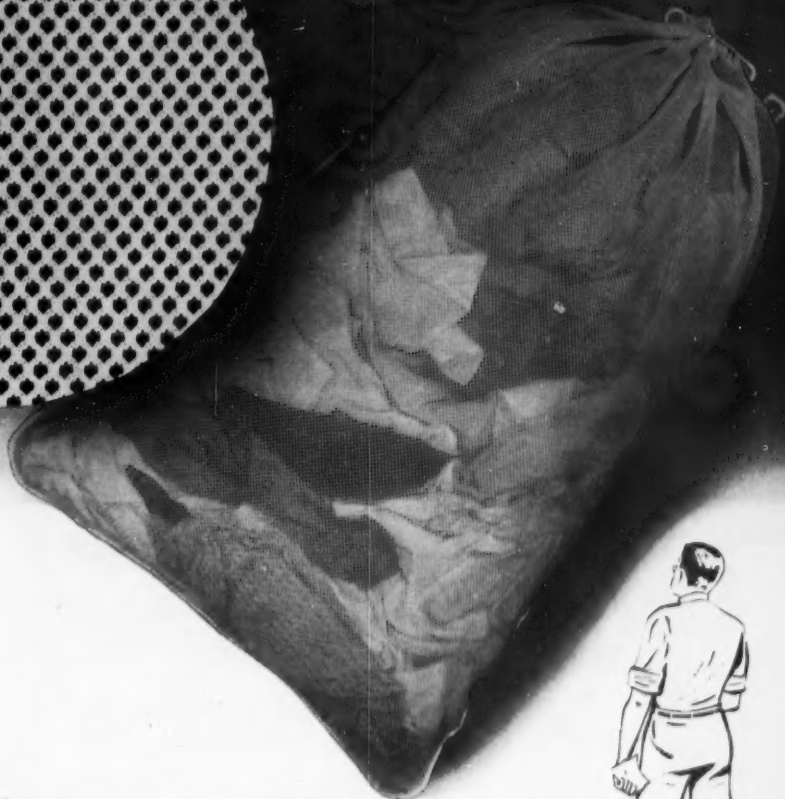
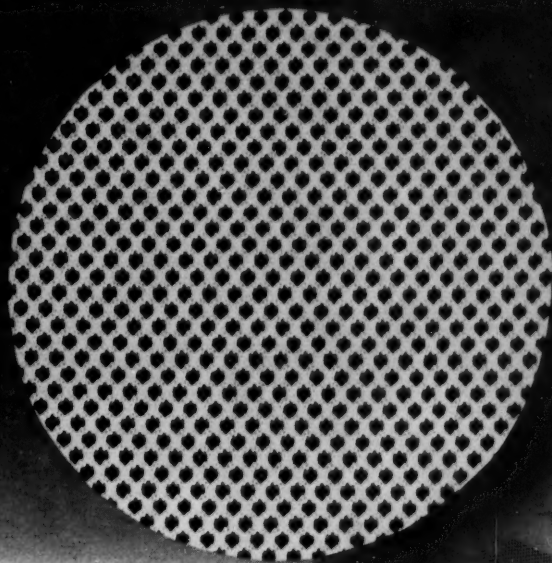
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- * Reasonably Priced.
- * A solidly knitted net with small holes that will not tear or rip buttons from shirts or other wearing apparel.
- * Long Service regardless of plant conditions.
- * Easy to pin.
- * Snag Resistant.

- * Run-proof if snagged.
- * Preshrunk which guarantees you full load capacity for life of net.
- * The ideal net for any type of wash including diaper service.



All of these things you asked for have been incorporated in the MASTER KNIT NYLON NETS.

Sold through jobbers only. Available in following sizes and colors.

9 x 15 • 15 x 20 • 18 x 30 • 22 x 30 • 22 x 34 (Equivalent to 24 x 36 Woven Net after washing) • 24 x 36 • 30 x 36 • 30 x 40

Colors available: White, Red, Blue, Green and Yellow. Other colors upon request.

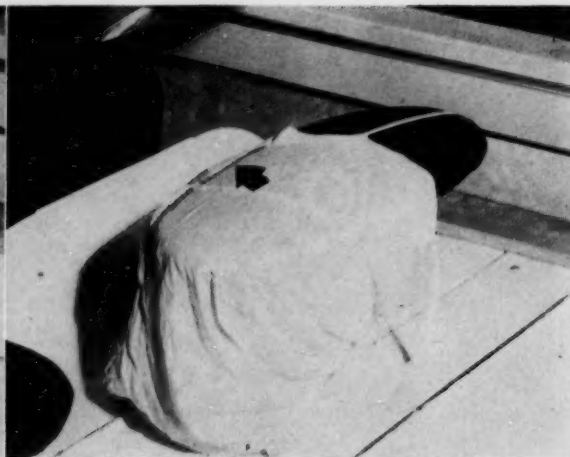
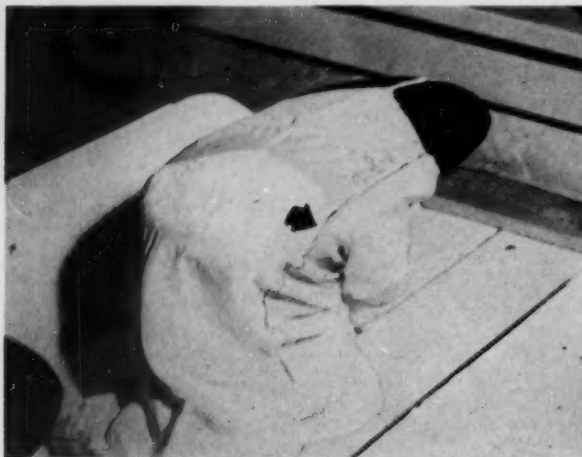


X. S. SMITH, INC.

RED BANK
NEW JERSEY

Starchroom's Laundry Primer

Part XXV



TOPPING OF SLIPS is done on the small press. In the first lay (left) a seam (arrow) is lined up with the front edge of the press and half of one of the straps is on the press. In making subsequent lays (right) the operator always pushes the material away from her, lines up a seam on either the front or rear edge of the press, and has half of a strap on the press

How To Train Wearing Apparel Operators (Concluded)

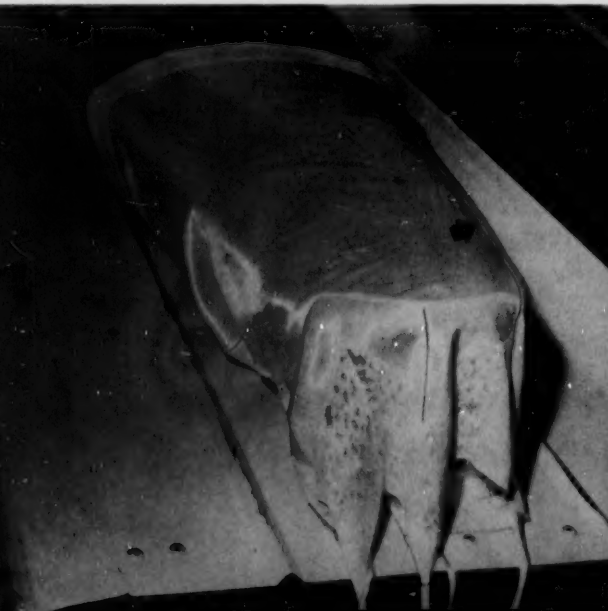
By MARGRET M. RESCHETAR

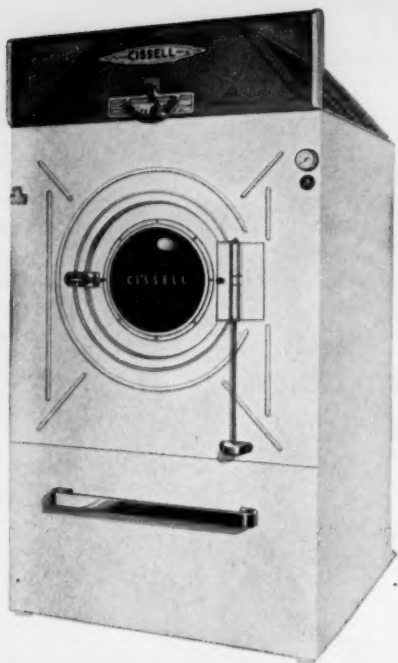
LADIES' SLIPS are finished in our plant by the "bounce" method. This method simply consists of bringing the upper buck down on the garment and quickly releasing it.

This is done by pushing each "down" button on the press, and at the same time keeping a finger on each "release" button. When the upper buck makes contact with the lower buck we quickly remove the fingers from the down buttons and the upper buck immediately comes up. This quick contact eliminates the stiffening of silk materials.

We bounce the press head twice for each lay in order to assure com-

SKIRTING OF SLIPS is performed on the large press. In making each skirting lay, the operator always has a seam lined up (arrow) with an edge of the press as in the photos below. She keeps pushing the material away from her and keeps "bouncing" the press head

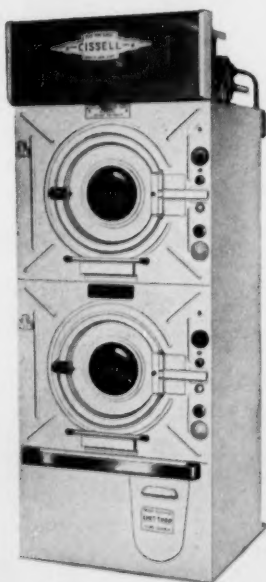




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 Steam-Heated with Thermometer and Reversing or
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 Steam-Heated with Thermometer and Reversing or
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36" x 30" LAUNDRY TUMBLER
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 Gas-Fired or Steam-Heated with Time &
 Temp. Control or with Bell Alarm Only

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 TUMBLERS**
 LAUNDRY
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 ANY PART CAN BE REPLACED
 IN LESS THAN 15 MINUTES.
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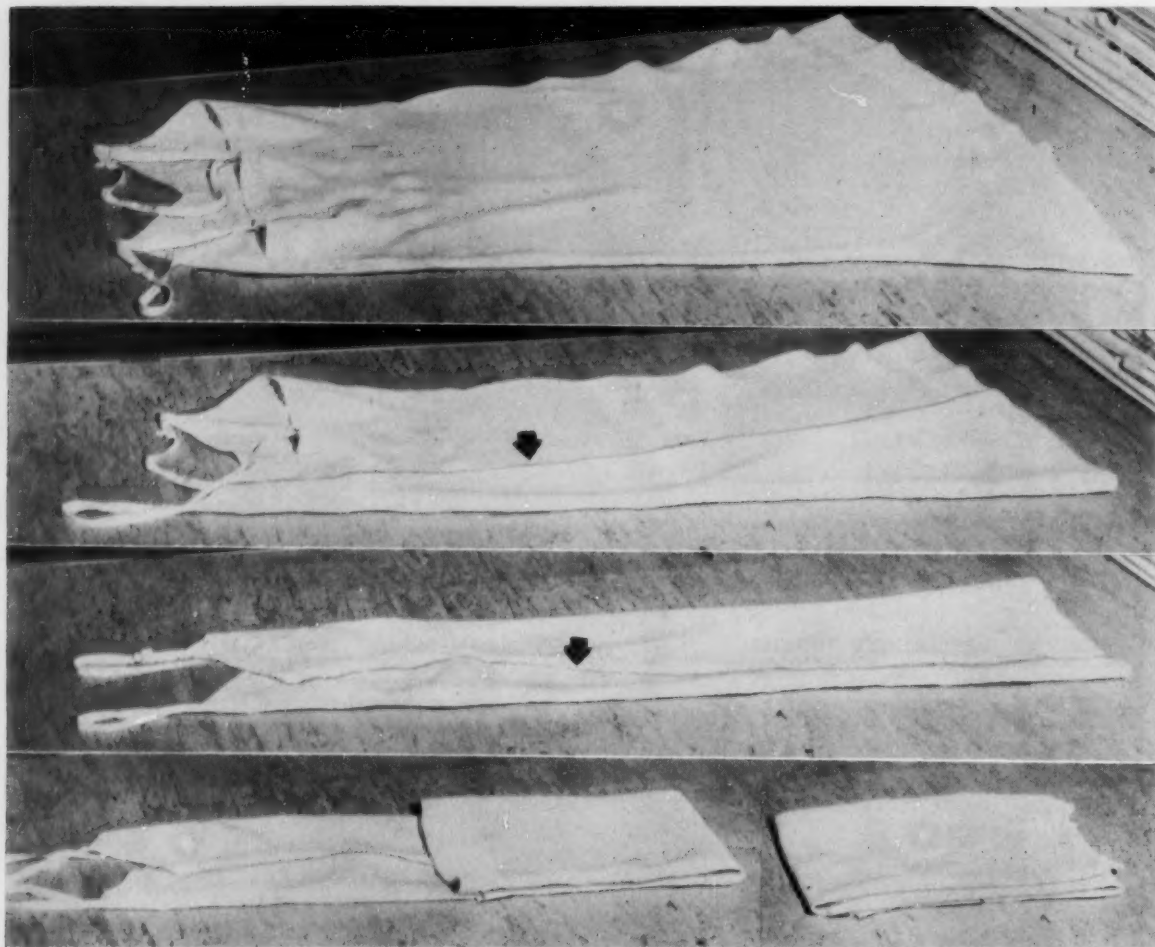


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TO FOLD SLIP operator places it face down on table (top); then folds far side to middle (second photo); near side is then folded to middle (third photo). Lower portion of skirt, then top of slip are folded to complete the operation (above)

plete drying. The operator stays at the press for both bounces; that is, she does not move to another press until she has completed the operation.

As we have mentioned before, the greatest amount of work coming into our plant consists of bachelor bundles. Therefore, we probably get a smaller percentage of ladies' slips than many other plants. We do one of two things with them. If the garment is of good quality, we iron it completely by hand. If it is of mediocre quality, or old, we finish it on the presses.

Because slips are usually cut full and on a bias at the top, straight at the skirt, we find it difficult to make quick, easy lays if we finish the entire garment on the large press. Therefore, we finish the top portions on the small press, the skirting on the large.

Topping

Let's discuss the topping of slips first. Here is how we tell our operator to proceed:

1. Place the top of the slip on the small press, making sure that you have a seam at the edge of the press so the material is not distorted. Make the lay so that half the strap is on the press at the same time (see illustration). Bounce the upper buck twice on this lay.

2. Repeat this lay with the remainder of the top portion, *always pushing the material away from you*. Remember that on each lay one seam should always be on an edge of the press; and remember, too, that half of one of the straps should always be on the press for each lay.

Skirting

The operator then removes the slip from the small press and moves it to the large press for the skirting operation. She makes her skirting lays in much the same fashion as the topping lays, always keeping the following key points in mind:

1. A seam must always be at an edge of the press.

2. Always move the material away from you, and

3. Keep bouncing the press head, twice for each lay.

Folding

Here is how we tell our operator to proceed at the folding table:

1. Place the slip face down on the table with the top at your right and the hem at your left.

2. Fold the far side to the middle of the garment.

3. Fold the near side to the middle of the garment.

4. Place the right hand about a third of the way from the hem of the slip. Crasp the hem in the left hand and fold it over the right hand to insure a sharp fold.

5. Remove the right hand from the fold. Crasp the top of the slip in both left and right hands simultaneously and place it flush with the folded edge at your left.

The garment is finished. □□

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to use ...**

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DAXCO *

the Miracle Cover Cloth

Leading laundry and dry cleaning operators have told us why it pays them to use amazing new DAXCO covers. What do they say?

- ★ DAXCO covers on Chest Type Ironers outlast cotton *eight times or more!*
- ★ DAXCO covers permit you to improve quality of work; their greater heat resistance protects the padding.
- ★ DAXCO covers increase the productive hours of your ironer.
- ★ All this adds up to LOWER COSTS and IMPORTANT SAVINGS.

You can save with DAXCO covers (100% Dacron). Available in 90 inch width for chest type ironers and 70 inch width for cylinder types.

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Whiter Shirts! Sparkling Colors!

That's what Armour's new brightening agent offers you and your customers!

Both HILO POWDER and GIANT POWDER contain this new wonder-working chemical called *Armosol*. And look at the difference *Armosol* makes!

The fabric on the left was washed in an ordinary detergent. Compare it with the fabric on the right—washed in a detergent containing *Armosol*. Look at the sparkle! Your customers will buy that difference.

HILO is a balanced blend of builders and medium titer soap, perfect for colors, which will remove dirt at safe, low temperatures. GIANT POWDER is a ready-built detergent with a high soap content and a titer of 41-42° C. Both of these detergents contain *Armosol*. And Armour's Flint Chips is another dependable detergent, a quick-penetrating, high titer neutral soap with a minimum of 88% anhydrous soap and a 41-42° C titer.

Trial lots of these improved products—HILO, GIANT, FLINT—will convince you that they mean more profits for you. Order them today!

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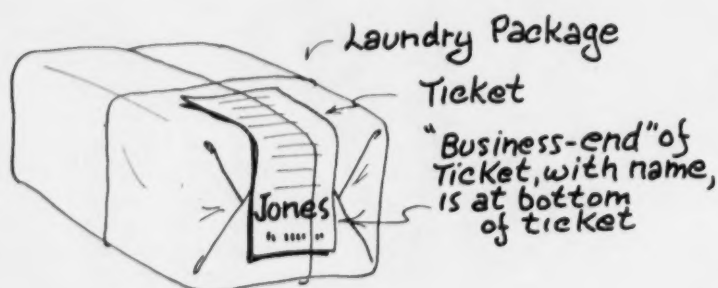
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Rhapsody in Bellew

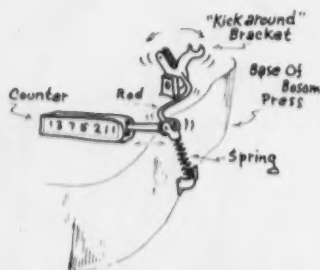
WILL WONDERS never cease? I found something in my files for once—a couple of ideas I picked up in Denver. Efficiency, that's what it is. Like the time-and-motion man in the department store who walked up to an idle clerk and asked her what she

was doing. She answered, "Nothing, sir." He walked on and asked another idle clerk what *she* was doing. She, too, answered, "Nothing, sir." At that the guy screamed, "That's the trouble around here . . . too much duplication!"



Easy-To-Read Tickets

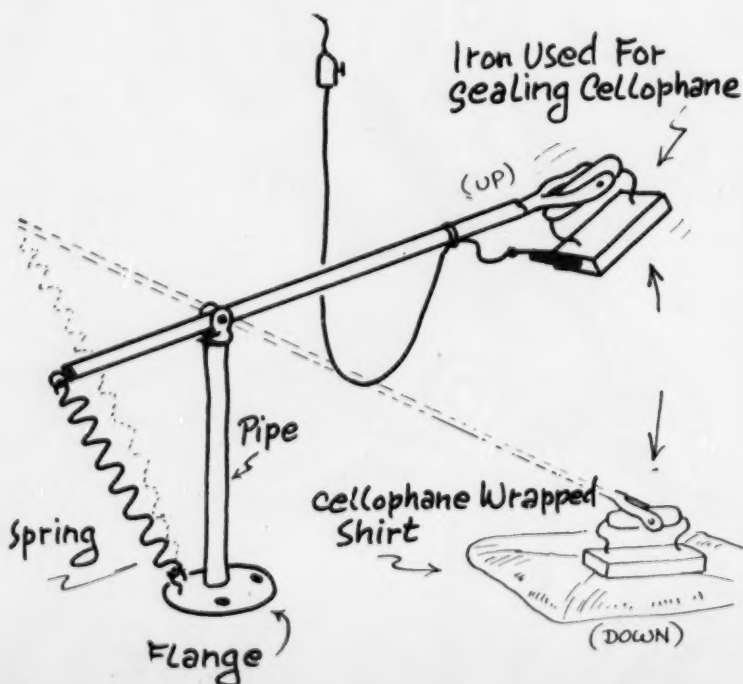
This item stems from Frank Corrick's Denver Laundry. Frank has switched the business end of his laundry tickets so the customer's name is at the bottom of the ticket rather than at the top. Now the office girls are able to find the finished bundles in the ready bins more quickly, and even the routemen find it a handy idea in the trucks. (Granted, many laundries make the name readable on the ends of the bundle by folding the ticket . . . but look, these tickets need no folding.)



Shirt Counter

An idea for getting an honest count from the shirt units comes from John Hollingsworth's City Elite Laundry in Denver. His counters are on the back of the bosom presses, and are activated by the "kick-around" bracket . . . and I hope you all know what that is. As the bosom press swings around it engages a sort of toggle af-

fair near the base of the press unit, pushes it forward and then releases it so it returns to its original position. An S-shaped piece of metal has been welded to this kick-around bracket and connected to the counter, so each time the bosom press comes around it makes the tally. A spring aids in resetting the counter after each stroke.



Sealing Cellophane

Here's one I saw in a Michigan cleaning plant, in a new shirt department. The owner was putting out a beautiful shirt and wrapping each one individually in cellophane. The wrapper would wrap one, then reach across the table for the sealing iron and seal the cellophane. Then she had to put the iron back out of the way and reach for another shirt. The owner thought she was wasting too many motions. So he rigged up a counterbalance deal which now holds the sealing iron about 18 inches above the table in front of her.

As a result the girl now wraps the shirt on top of the stack of cellophane sheets, places her hand on top of the iron handle, presses it down—and it automatically positions itself in the proper spot to seal the cellophane folds all at one time. As soon as the girl takes her hand off the handle it slowly raises itself back to its original position above the table so she can wrap the next shirt.

Actually the gadget was just a length of broomstick supported at the opposite side of the table by a length of pipe fastened to the table with a

makes whites **Whiter**

makes colors Brighter

Besides improving appearance of fabrics, Ultra-Lite saves bleach
... saves blueing ... saves water ... saves time.



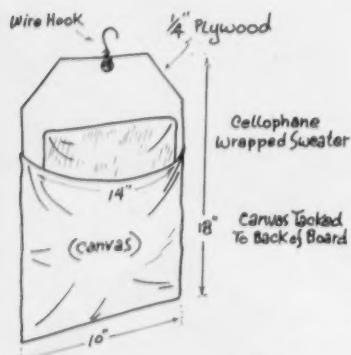
ULTRA-LITE

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pipe flange. A spring on the opposite end from the iron gave the proper tension to keep the iron at the desired height off the table. A bracket and a bolt through the handle of the iron on the other end of the broomstick held the iron at the proper angle so it would set flat on the shirt when the operator pushed it down.



Rack Holders for Sweaters

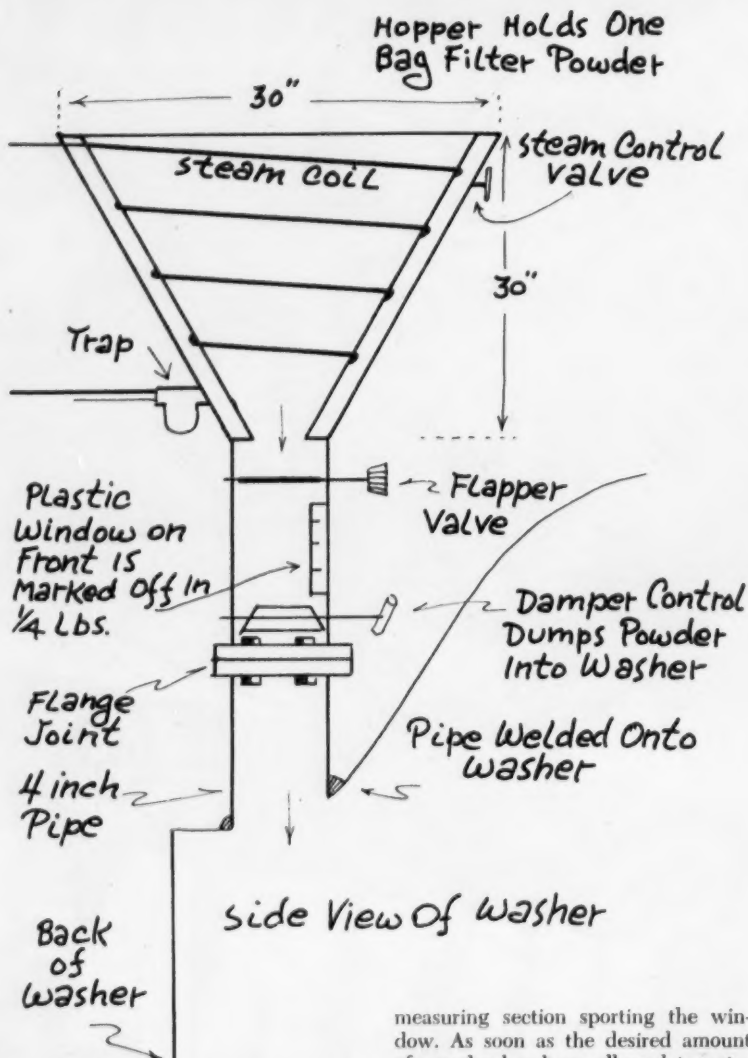
At Cole's Laundry in Grand Rapids, Michigan, Bert Cole's partner Nate Marklevitz showed me a neat idea. It allows hanging those cellophane-wrapped sweaters right along with the rest of the order whether for call office or delivery on a route.

Cole's uses 1/4-inch plywood panels 10 inches wide and 18 inches long. The lower two-thirds is covered with a loosely fitting piece of canvas which forms a sort of pocket. The canvas across the 10-inch-wide panel measures about 14 inches, which insures a good-sized pocket for almost any sweater. This canvas is tacked to the back of the plywood panel. A hole in the top of the panel is fitted with a wire hook for hanging on the racks right along with the rest of the order. Top edges of the panel are beveled off at about a 45-degree angle to eliminate sharp corners that might damage other garments.

Filter-Powder Dispenser

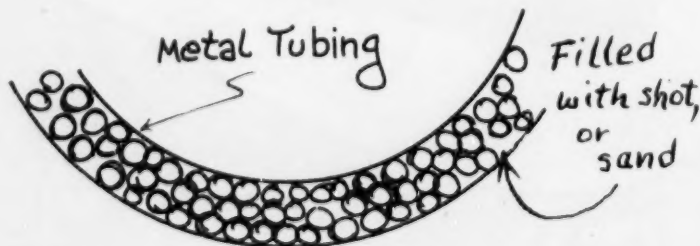
This item is a little more complicated than most. It has to do with a hopper for quick dispensing of filter powder into a drycleaning washer. A hole was cut in the top of a washer at the back and a section of 4-inch pipe welded upright over the hole. A cone-shaped metal hopper was fitted to another short section of 4-inch pipe and held in place on the pipe coming from the washer by a flange joint.

The conical hopper holds about a bag of filter powder. In order to keep



it dry a steam coil wraps around the hopper inside a slightly larger metal cover. Filter powder is admitted to one segment of the pipe which has a plastic window marked off in quarter pounds. A "flapper valve" controls the amount of powder admitted into the

measuring section sporting the window. As soon as the desired amount of powder has been allowed to enter the measuring section, the flapper valve is closed and a damper control below this section is opened, allowing the powder to drop into the washer. The damper control is then closed and the device is ready for the next measuring of filter powder.



To Bend Tubing

For bending small lengths of copper tubing, I'm told there will be no kinking if the tubing is first filled with ordinary BB's or shot. This will

make the tubing keep its shape no matter how sharp the bend. Some claim dry sand will do as well, but wouldn't it be a real job to get the sand out completely?

(Continued on page 40)

TRIPLE ECONOMY

It's the biggest truck news of '54

Handsome new 8-ft. Panel and Deluxe Panel (shown) has big 155.8 cu. ft. capacity. Choose new 115-h.p. Cost Clipper Six or all-new 130-h.p. Power King V-8!



- 1. NEW LOW-FRICTION ENGINES** offer power increases up to 23% with gas-saving economy! One reason: modern Deep-Block, short-stroke design cuts internal friction up to 33%!
- 2. NEW EASIER CONTROLS** cut time-wasting fatigue. Big, one-piece curved windshield, deep side windows. New, long-lasting woven plastic seat upholstery.
- 3. BIG CAPACITIES!** Ford's 221 new models offer low curb weights, top payloads! New Ford-built 6-Wheelers, up to 40,000 lbs. GVW! Two new Cab Forwards!

Ford advances further with big new savings in all 3 vital truck areas! There's more gas-saving power! Still better drivers' working facilities! Big capacities, too!

New Ford Trucks for '54 offer the mightiest concentration of power per cubic inch ever built into *any* truck engine line! And, smaller-displacement engines like Ford's five new truck powerplants normally need *less* gas! That's only *one* big factor behind Ford Truck *Triple Economy* for 1954.

For more information, write: Ford Division, Ford Motor Co., Dept. T-31, Box 658, Dearborn, Michigan—or call on your Ford Dealer, *today!*



New Fordomatic Drive saves driver time and energy. Fully automatic—no clutching, no shifting! Available in all Ford light-duty models for '54.*



New Vacuum Boosted Power Brakes now available on half-tonners make stopping up to 25% easier.* The foot pressure needed to stop truck won't break an ordinary light bulb.



5 great truck engines: 115-h.p. Cost Clipper Six, 130- and 138-h.p. Power King V-8's, 152- and 170-h.p. Cargo King V-8's!

*Available at worthwhile extra cost.

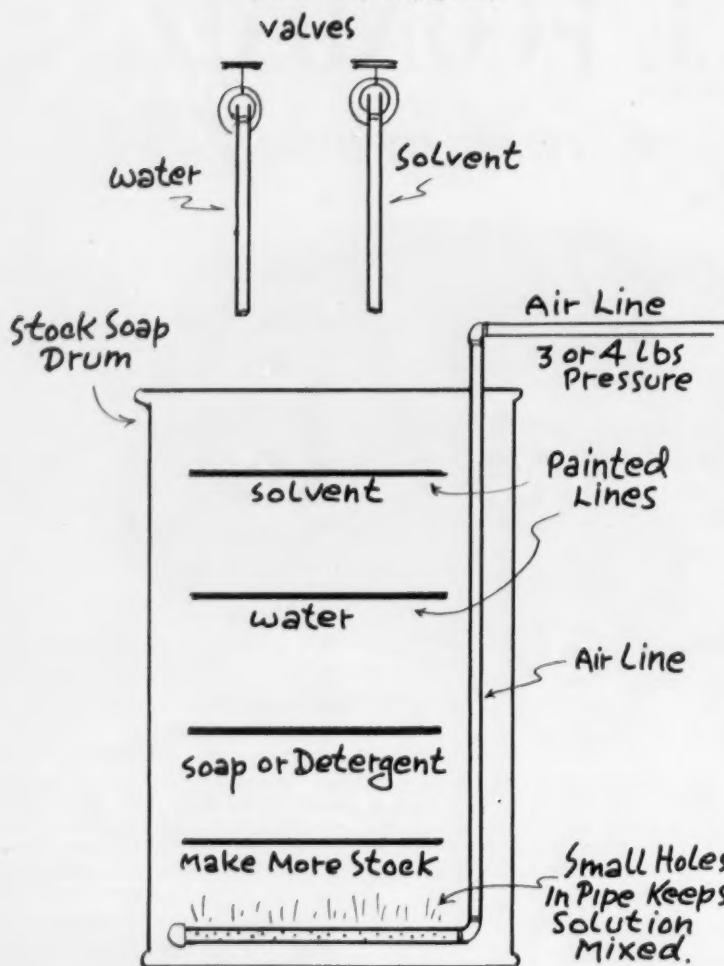
Only Ford gives you Gas-Saving, Low-Friction, High-Compression, Overhead-Valve, Deep-Block engines in *all* truck models! Advancements like rotating valves increase valve life, and full-flow oil filter lengthens engine life.

FORD TRIPLE ECONOMY TRUCKS

MORE TRUCK FOR YOUR MONEY

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(Continued from page 38)

**Soap-Solution Measure**

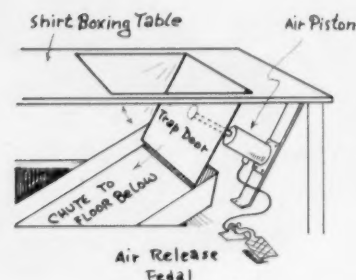
One of the neatest setups for making up stock soap solutions was one I saw in a Michigan plant's cleaning department. The drum used for making up the stock was positioned beneath a water tap and a solvent line.

This drum had been marked off on the inside with painted stripes to indicate the proper amount of each ingredient needed to make up a drum of stock solution. One line near the bottom showed when it was necessary to make more. No guesswork. You add-

ed soap or detergent to one line, water to the next, and solvent to the next.

Didn't have to stir it, either. Agitation was performed constantly by a perforated air pipe on the bottom of the drum with a constant pressure of 3 or 4 pounds. The air line came into the drum over the top edge, connected by a union so it could be removed.

One thing I was cautioned to remind you folks of. If you expect painted lines to hold inside a solvent drum . . . don't forget to cover them with a couple of good coats of shellac.

**Shirt-Box Drop**

A trapdoor device on the shirt-packaging table at Cole's Laundry in Grand Rapids lets finished packages drop onto a chute leading downstairs. (Or it might have been onto a conveyor belt—I forget!) This trapdoor is activated by an air piston on the underside of the table. Constant air pressure on the underside of the trapdoor keeps it closed. When the wrapper steps on a control pedal the air is released from the piston and the weight of the bundle causes the door to drop down. Removal of her foot from the foot pedal allows the air to rush back into the piston and close the door again. □□

LAUNDRY BUSINESS TRENDS

New York

Jan. 16—1.6% less than last year
Jan. 23—2.2% more than last year
Jan. 30—3.3% less than last year
Feb. 6—2.7% less than last year

M. R. Weiser & Co., New York

New Jersey

Jan. 16—4.5% less than last year
Jan. 23—3.2% less than last year
Jan. 30—4.2% less than last year
Feb. 6—2.6% less than last year

M. R. Weiser & Co., New York

New England

Jan. 16—2.5% more than last year
Jan. 23—0.9% more than last year
Jan. 30—1.6% more than last year
Feb. 6—0.2% more than last year

Carruthers & Co., Boston

Southeast

Dec.—2% less than last year

J. R. Wilson & Co., Atlanta

Full Speed Ahead— for Family Bundle Folding



Feeding family bundle flatwork to 8-Roll Super-Sylon Ironer at Atlantic Laundry & Dry Cleaners. Top view shows Type 4-FS Trumatic Folder at delivery end of ironer.



You can depend on your American Laundry Machinery Representative. Rely on his advice in your selection from the complete American Line of equipment. Backed by our 86 years experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.



The
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CINCINNATI 12, OHIO

At Atlantic Laundry & Dry Cleaners, Milwaukee, the American 4-FS Trumatic Folder has increased production on family bundle flatwork approximately 16 lbs. per operator per hour. "The improved quality of folding has brought complimentary letters from customers", Mr. J. W. Whitehill, Pres. of Atlantic, writes, "and mixup claims have been reduced appreciably."

The Type 4-FS (Family Service) Trumatic automatically folds pillow cases, towels and similar small flatwork in two lanes. Then, as large pieces from the bundle are fed to the ironer, the Type 4-FS Trumatic changes automatically to single-lane operation. A boon to net-and-pin system plants, the Type 4-FS Trumatic Folder can be used with any 110" or 120" flatwork ironer, either chest or cylinder type.

Go Automatic with Trumatic

WRITE TODAY for free Bulletin AD 759-002, or ask for an American representative to call without obligation to you.

World's Largest, Most Complete Line of Laundry and Dry Cleaning Equipment



● CASCADE AUTOMATIC UNLOADING WASHER



● CASCADE WASHER



● HOTRUX EXTRACTOR



● ZONE AIR DRYING TUMBLER



● SUPER-SYLON FLATWORK IRONER



● TRUMATIC FLATWORK FOLDER



● FORMATIC SHEET UNIT

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PAPERWORK COSTS on maintaining charge accounts have been cut by controls, routeman contacts

Controlling Charge Accounts

Graduated service charge covers costs
and maintains size of credit bundles

By HENRY MOZDZER

THE ADVANTAGES of a charge account to the customer are fairly obvious. But its advantages to the laundry operator are often overlooked. They are:

1. Greater convenience for routemen. The routeman is not obliged to wait while the woman of the house goes rummaging about to find her pocket-book nor is he held up in the process of making change. It is apparent that the routeman can make more stops servicing charge customers than he can dealing strictly with cash-on-delivery customers.

2. Bigger bundles for the laundry. Actual experience has proved that charge-account customers are more inclined to send in larger laundry bundles.

At St. Mary's Laundry operated by F. W. "Bill" McBrien, Jr., in Ardmore, Pennsylvania, for example, it was

found that the average weekly C.O.D. bundle amounted to \$2.38 whereas the average weekly charge-account customer's bundle amounted to \$4.83. (These are finished bundles and dry-cleaning is included in these averages.)

This is not to say that the laundry-owner should discourage cash sales. The charge-account system works best when it is wisely administered and controlled. Otherwise it can become a money loser.

The St. Mary's operation derives all its work from seven routes. There are no stores. Up until the first of this year there was no price differentiation made between the C.O.D. customer and the charge-account customer because of the policy established by the previous management.

Management continued this policy so long as the accounts represented an appreciable increase in monthly unit sales, despite the fact that charge-

Credit control cuts costly handling of small accounts and eliminates bad credit risks. The initial move to control credit accounts did not discourage customers but made many switch to C.O.D.

account customers made for additional costs in bookkeeping, stationery, postage, bank charges for handling checks, etc.

A check of the almost 600 charge accounts carried by St. Mary's in October of 1953 revealed that 68.4 percent of those customers using charge accounts were sending in bundles which ran to less than \$10 per month. And many accounts ran as low as \$2 per month.

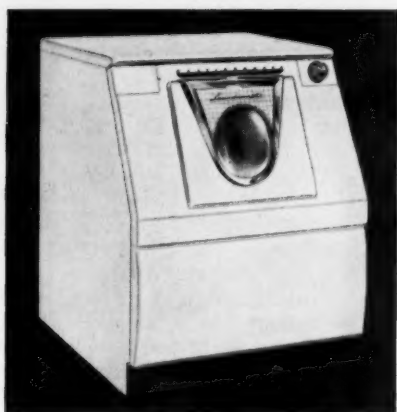
This problem could only be resolved

Now Replace Your Costly, Worn-Out Washers With Brand-New Westinghouse Laundromats

• **NO DOWN PAYMENT...**

• **UP TO 3 YEARS TO PAY...**

• **MONTHLY PAYMENTS LESS THAN NORMAL DEPRECIATION**



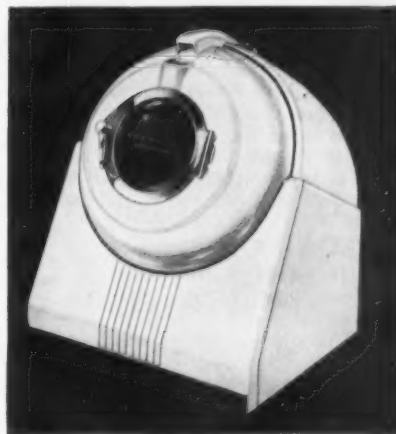
Model LC

Here's the Plan

If you are now a self-service operator with completely paid for equipment, regardless of make, you can purchase new Westinghouse commercial model Laundromats—as many as your installation needs—with no down payment. Your present equipment acts as collateral. Monthly payments are arranged to suit your convenience—up to three years to pay. Your payments can be lower than your normal depreciation write-off! In addition to getting new washers fully warranted and especially built for use in self-service operations, you get all the advantages of becoming an authorized Westinghouse Laundromat®-equipped Half-Hour Laundry. This is the plan you have been waiting for. Contact us—we will explain all details.

Here's How You Benefit Under the New Laundromat Replacement Plan

- Your cash is not tied up.
- You save what you would spend for maintaining old washers.
- Your monthly payments can be lower than normal depreciation write-off. Three years to pay.
- You use the washer all women know—the Laundromat—a commercial model especially built for self-service use.
- You become an authorized Half-Hour Laundry operator with attendant advantages—complete, fast replacement parts service, merchandising and advertising help and the right to display Laundromat sign that brings customers in.



Model RC

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Write or Phone! Regardless of Where You Are

- We will call on you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 5 offices.

by raising the prices for all customers and C.O.D. alike; raising the prices for charge accounts only; or recovering the increased costs from those customers directly responsible for the condition.

The latter course was decided upon and the plan put into effect the first of this year. Since that time, the number of customers sending in less than \$10 a month worth of business has declined from 68.4 percent to 48 percent. Most encouraging was the fact that almost immediately 19.4 percent

of the former charge-account customers became C.O.D. customers. The average monthly billing now amounts to \$16.87.

How the plan works

The St. Mary's plan works in the following way: A service charge of \$1 is assessed against all charge accounts on the first of the month. And a credit amounting to 10 percent of the monthly laundry and cleaning bill (up to \$1) is issued to all charge accounts on the last day of the month.

This means then that a customer who sends in \$10 worth of laundry and cleaning each month is not obliged to pay any service charge. On the other hand, if the monthly laundry bill comes to only \$4, then a charge of 60 cents is levied; \$5 means a 50-cent charge; \$6 a 40-cent charge, etc.

During the first month of operation under this system the average service charge amounted to 44.6 cents and the monthly revenue from this source came to \$90.43.

Another idea that might be worthy of consideration is St. Mary's method of keeping control on new accounts. A new customer merely has to present a credit plate or card from some other store and his credit is honored. In this way St. Mary's management knows that the person's credit had once been investigated and the chances are better than average that the credit standing has been maintained. The credit card also gives the correct spelling of the person's name and his address.

The effectiveness of the new controls is quite apparent when compared to the total lack of control which the present management inherited on taking over the plant in 1952.

Credit then was simply established by writing "charge account" on the invoice when the person didn't have the cash on hand to pay the bill. As a result, on first recapitulation it was found that there was around \$9,000 outstanding in unpaid bills. A lot of these were immediately written off since some had been unpaid for as long as six years.

A good number were collected by instructing routemen to present the past-due bills to the lady of the house personally.

This personal contact angle was important in another respect. St. Mary's services an area known as the "Main Line" where the elite of the social set live. The clientele is comparable to residents of Greenwich, Connecticut, or Newport, Rhode Island, who live in these areas during the summer season and migrate to Palm Beach and points south for the winter. Often the household is managed by servants and small bills tend to pile up or are misplaced and forgotten. These can grow to sizable proportions and personal contact is considered the best way of bringing them forcibly to mind.

One gentleman who was approached for a tab that ran to three figures explained that he didn't have time to write checks for small bills. He was persuaded to set aside a \$300 account against which St. Mary's could draw as the bills came due. Neat idea, eh? □ □



to give you these outstanding results:

SUPERBILD contains *not one* but four active ingredients. Each is added to produce a specific advantage. This exclusive combination is not found in any other product! **SUPERBILD's 4 ingredients** give you results that cannot be duplicated by builders containing a single ingredient.

FREE LITERATURE—tells how **SUPERBILD** can help you get your work done more efficiently and at lower cost. Contains formulas and complete data on white family work, color work and linen supplies. Send for this valuable source of authoritative information.

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- **Safe**—effective cleaning action—yet absolutely safe for linen supply and family wash
- **Non-Caking and Dustless**
- **Gets Clothes Cleaner . . . Easier and Faster** * Reg. U. S. Pat. Off.

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- 3-54 x 108 Automatic Washers
- 2-42 x 96 Automatic Washers
- 3-42 x 72 Automatic Washers
- 2-42 x 36 Standard Washers
- 3-54" Unloading Extractors
- 1-48" Unloading Extractor

This is another outstanding example of the washroom advantages and operating economies that go with the use of ELLIS Full-Automatic Equipment.

The unloading feature . . . full-automatic control . . . and the central supply system that delivers all washing supplies direct to the individual washers . . . all these plus the smooth, dependable performance of ELLIS Machines result in such large savings that the installation pays for itself in a very short time.

Write for further details. ELLIS Engineers can advise you how your plant may be modernized for completely automatic operation.



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The Ellis Drier Co.
2444 N. Crawford Ave.
Chicago, Illinois

Gentlemen:

Our new Ellis Drier washroom has been in operation for one year and has proven to be very satisfactory.

The unloading washers and extractors eliminated laborious work and made it possible to employ unskilled labor in the elderly age group.

With the new operation we saved three men on each shift which is equivalent to \$283.20 per week.

Our washroom savings, including supplies, salt and water for a period of 37 weeks, equalled \$4,077.02, or approximately \$110.19 per week.

The general performance of the washers and extractors has been highly satisfactory, and we will anticipate further savings in supplies and labor upon the completion of the automatic supply system.

Thanking you for the excellent cooperation that the Ellis organization extended to us throughout the installation period, we remain,

Very truly yours

QUALITY LAUNDRY COMPANY
S. H. Toorvald
S. H. Toorvald,
General Manager

The ELLIS DRIER Co.

2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

Analysis (seven weeks later) of new laundry customers obtained in eight-week sales contest

Route No.	Moved away or died	Quit	On Call*	Regular Customers	
1	3	..	1	18	
2	1	3	1	9	
3	..	6	..	12	
4	1	..	4	12	
6	..	4	1	6	
7	..	3	4	15	
8	..	1	1	2	
9	1	3	3	13	
10	2	7	
Total	8	20	15	94	137
%	5.84	14.60	10.94	68.62	100%

* An "on call" customer is defined as one who is still doing business with the laundry but at irregular intervals (not every week).

Can a Sales Contest Keep New Customers?

By JAMES A. BARNES

THE SALES CONTEST has long been recognized as a useful technique for getting new customers. The only problem has been how to keep the new customers on the books as regulars.

If the planning for, and operation of, the contest itself holds the key to the solution of this problem, the experience of a laundryowner in New York State who prefers to remain anonymous in this article should be of interest. He still had over 84 percent of the customers gained in his contest seven weeks after it was over. Here's what he did.

The eight-week period commencing September 28, 1953, was selected as the time for the contest. It was decided that each man was to compete against his own record rather than against the performance of the other route salesmen.

To assure every man an opportunity to set his own goal and lay plans for achieving it, each route salesman was given a copy of a prize catalog. The books were secured from a company which makes a business of planning merchandise-award contests and they contained hundreds of beautifully illustrated pieces of merchandise of every kind and description. The prizes, to be purchased from the same company, were listed according to a point system. The laundryowner knew, by consulting the point list, exactly how much each prize would cost him.

He enlisted the aid of his account-

ant (from an outside accounting firm) in setting up the incentive system so as to assure an equitable plan for the route salesmen and, at the same time, a low cost per new customer for himself. This resulted in the following plan.

The quotas

The number of bundles sold on each route in 1952 (the previous year) was totaled up. Then the same information for 1953 was calculated. (Each route showed an increase in 1953 over the corresponding period of 1952.) Then the number of bundles in the eight weeks of 1952 corresponding with the contest period were added up and that figure increased by the percentage that 1953 represented over 1952 to date. The resulting figure was the route quota.

The quota was divided by eight (the number of weeks in the contest) and 100 points were awarded for every bundle in excess of the weekly quota brought in. If a man fell below quota any given week, a corresponding number of points was deducted from his total. On the Tuesday or Wednesday following, every man was informed of his performance for the preceding week. At the end of the contest period each man totaled his points and ordered his prize, or prizes, from his catalog.

The high man won a set of golf clubs, a golf bag, a table-tennis set and still a fourth prize of his own

choice. Another man won a bedroom chair which pleased his wife so much that she phoned the office to thank the management. Still another man won a combination clock-radio.

All bundles were checked against the customer files to determine how many new customers were gained. There were 137 of them. However, inasmuch as the management was interested in permanent customers, another check was made on January 11 (seven weeks later). Of the original number, eight had died or moved out of the laundry's trading area, 20 had quit and 109 were still on the books. Of the latter group, 94 were regular weekly customers and 15 were "on call," or irregular customers (see chart).

Admitting that he could do nothing about the eight new customers who died or moved away, this laundryowner is content in the knowledge that he was still serving 84.5 percent of the others seven weeks later. This has encouraged him to plan an even bigger and better contest, modeled along the same lines, this spring.

Of the nine route salesmen, two did not win prizes. One was ill during the contest period. The other was described as the typically unenthusiastic type who didn't like the way the quotas were established, griped about the rules, etc.

The cost

Cost of the entire contest was \$290.14. This included the cost of the prizes and the accountant's time. All other work (there was very little involved) was performed by regular members of the office staff.

Because the plantowner also included drycleaning in the same contest, it was not possible to assign an accurate cost-per-new-customer figure. Quotas for the drycleaning part of the contest were established in identically the same manner except that they were based on dollar sales instead of bundles. Twenty points were awarded for each dollar of sales over the weekly quota.

Inasmuch as no foolproof customer control system for drycleaning exists in the plant, it was impossible to determine how many new customers were obtained for that service. However, if the costs for the entire contest were allocated to new laundry customers alone, the resultant \$2.66 for each of the 109 permanent customers looks impressive enough! □□

Letters from readers wishing to know more about this contest will be forwarded to the plantowner.
—EDITOR

Formula for **MORE PROFITS** IN THE **LAUNDRY BUSINESS**

WITH *Long-Life* DIVCOS...
YOU WRITE 'EM OFF THE BOOKS
IN 4-5 OR 6 YEARS . . . *but*
YOU KEEP ON RUNNING THEM
FOR 5 OR 6 YEARS LONGER!

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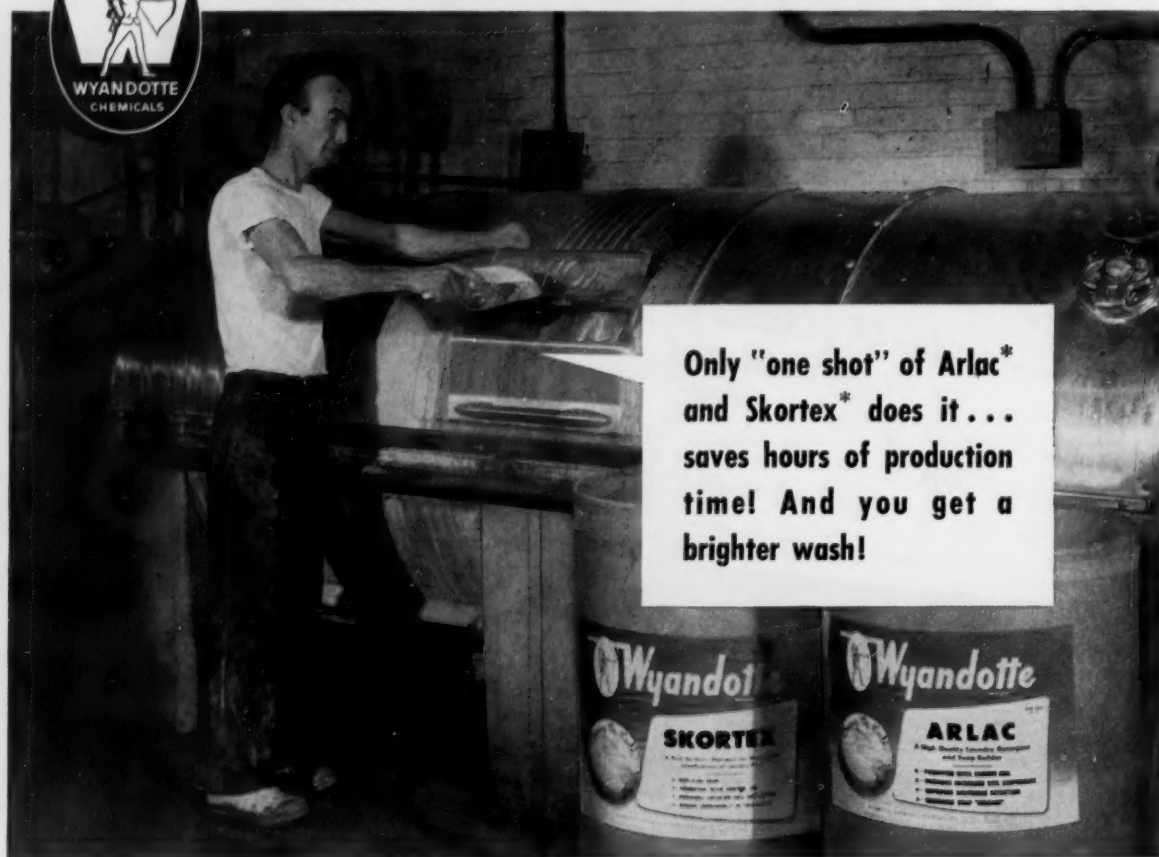


● YOU can pile up an enormous amount of low cost route mileage with these long-life Divcos before it is even necessary to consider buying replacement trucks. It has become standard practice with hundreds of Divco owners to run these sturdy, economical Divcos for several years and then give them a new paint job and a minor overhaul. Thus, a few hundred dollars makes them as good as new and they are ready for many extra years of efficient route service long after they have been written off the books. That's cheaper than spending thousands of dollars every few years to replace ordinary, conventional short-life trucks. A great many well managed laundries and other businesses have increased profits year after year by standardizing on economical, long-life Divcos! It will pay you to DIVCO-ize and ECONOMIZE!

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Specialists in Laundry Cleaning Products



Only "one shot" of Arlac* and Skortex* does it... saves hours of production time! And you get a brighter wash!

Cut hours from washroom time... rinse with cold water and save!

Wyandotte's "one-shot" formula, a combination of ARLAC and SKORTEX added to the break, gives continued soil removal that carries right through to the bleach operation. Cottons and linens come out cleaner with only *one* addition of supplies to the washwheel. And cold water rinsing keeps your fuel bill down where it belongs.

ARLAC is an exceptional "promoted" builder that gives extremely high soil suspension and whiteness retention. SKORTEX is a powerful


but gentle soil-suspending synthetic. Used together, they turn out faster, brighter wash, even in hard water... and allow you to rinse in cold water alone! **NOTE: SKORTEX can be used in place of either a low-titre or high-titre soap.**

Wyandotte's "one-shot" formula digs dirt so effectively that one new user reports: "We eliminated the need for new equipment to increase production—just by changing to the 'one-shot' formula."

Ask your Wyandotte representative to demonstrate the ARLAC-

SKORTEX "one-shot" formula in your laundry. He'll show how you can cut washroom time, get sparkling results and save on hot water. Call him today! *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Angeles 12, California.*

* REG. U.S. PAT. OFF.

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Helpful service representatives in 138 cities in the United States and Canada

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Produces shirts that Build Business and Maintain a High Price Level . . . smooth, formed and completely machine-finished yokes perfectly blended with an unsurpassed over-all body finish . . . collars perfectly finished, starch or no starch . . . custom finished sleeves and cuffs.

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- Production up to 100 Shirts per Hour with 2 operators.
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The press that produces an overlapping quality finish to complete body and yoke of shirt . . . the final touch in quality shirt finishing.

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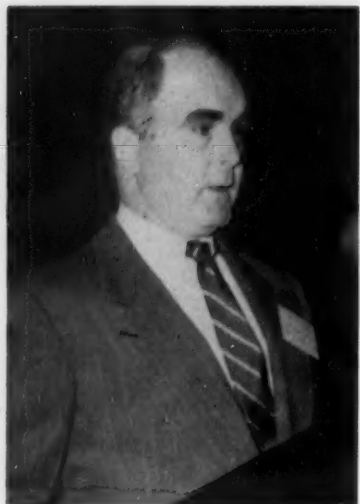
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I Call Myself—

“Chief Trouble-Shooter”

By JOHN W. LOWE III



THE MANHATTAN COMPANY has been successful and I'm proud to be part of it. I think my present job is important enough to the Manhattan Company to be worth telling you about. I think it's good business and something we need more of in our industry.

Officially, I'm the assistant secretary-treasurer — that's for signing checks only. I call myself a “chief trouble-shooter.” Anything that pops up that's unusual or difficult to handle I take a crack at. This, along with my other duties, seems to keep me plenty well occupied.

First of all, I would like to talk a little bit about customer relations. I'm sure you must all be familiar with your own sales patterns, finished-bundle quality, labor turnover, supply costs and so forth, but what about customer relations? You no doubt have heard times are changing and that's why I think this an important subject.

It seems to me that the public is daily becoming more difficult to please. This goes along with the fact that the public has become more difficult to sell. Things that were generally overlooked a year or so ago are made an issue of today. People want service and “quality plus” for their money and we're going to have to guarantee *and I mean guarantee* it to them if we expect to weather the storm.

Perhaps all of you haven't seen it this way but I see it this way here

in Washington. Due to the rising wages and supply costs and necessarily steady laundry prices, most of our talk has been about increased hourly production and subsequently lower operating costs. Not much thought has been given to the customers.

Everyone likes to feel he is important and is needed. We're all conceited to an extent and, although some of us may not be aware of it, love to have this conceit rewarded. **There is nothing in my estimation that does more for good customer relations than for an officer of the company to contact complaining customers and talk over their problems with them.** He should let the customer know who and what he is. Make her feel that she's just about the only customer he has that, as busy as he is, he has time to call personally. He should assure her that he's personally going to see that she gets satisfactory service or know the reason why.

For this thing to be a success he should mean what he says in this case. If he feels the complaint is justified he should make a sincere effort to see it doesn't happen again.

Customer relations are improved immensely by handling complaints this way. You not only have played on the customer's vanity by making her think she's important, you've given her a sense of security in that she believes her problems are in good hands.

I do this work at Manhattan as part of my regular job. To this day I can't recall having talked to a customer in this way who hasn't led me to believe she was very much impressed, sure that everything would be all right, ready to string along with us to the end, and going to tell all her friends about it.

Right away you're going to say, “What officer in our outfit has time to do that?” When I say officer, I don't mean the president and vice-president necessarily—although actually it wouldn't hurt to let the cus-

tomers believe that—I mean anyone who knows what he's talking about and isn't bashful about talking. *Someone* in your organization must have these qualifications. What about the sales manager, route supervisors, production supervisors, bookkeeper? I'll bet there's someone who can do this job for you without too much trouble. Look around! Think! You probably have someone in mind right now.

Most of us, I believe, have women in our customer service and adjustment departments. The girls do a fine job on the routine work but I believe for the really tough complaint and adjustment cases a man's voice does the job better. You know yourself that in your personal and business dealings on such things as complaints or claims you would rather talk to a man whom you picture as the one in charge rather than to some slick chick in the front office. Although all service, claim and complaint calls are first referred to our customer service department from the switchboard **I receive a written report about all complaint calls and make it my business to call those customers as soon as possible.**

While I'm on the subject, I'd like to talk a little more about these service and adjustment departments and this includes the switchboard operator. Take care that you're not lax in your vigil in these departments. Incompetence here can do great harm to good customer relations. As far as I'm concerned the switchboard operator or whoever answers the phone in your place holds one of the most important positions you have. Remember, everyone who calls your company, no matter what his reason, must first be answered by this person. Quick, polite efficiency is what counts here.

How often have you called a place of business and formed a lasting first impression of it by the way the phone was answered and how your call was handled? We seldom have occasion to phone our own plant but it might be well to do so once in a while just

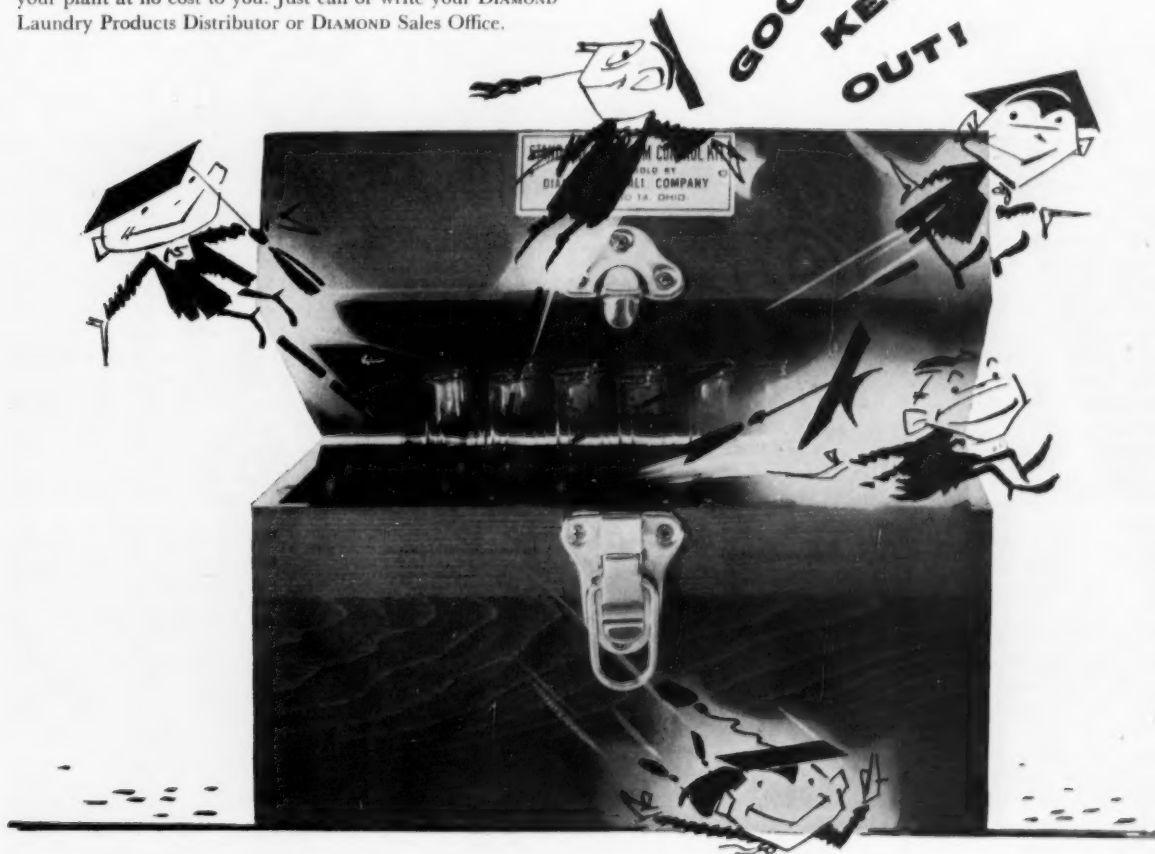
Chemicals you live by

Long as we've been at the business of helping laundrymen, we still keep on finding new solutions to old problems, new ways to get better laundry results at lower cost. One reason probably is that we don't have any standard answers. We tackle every washroom problem as if it were brand new. We analyze the water supply, the nature of the work and the soil encountered and check over every step of the washroom procedure.

That's why we've been so successful in helping laundrymen. And in the process we've developed a line of twelve different engineered detergents, five sours and two blues. Out of this combination we can develop formulas that give ideal results in any type of laundry in any part of the country.

The DIAMOND Technical Serviceman will be glad to come to your plant at no cost to you. Just call or write your DIAMOND Laundry Products Distributor or DIAMOND Sales Office.

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Metasilicate	Alkalate®	Hydrobreak®
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Diamond Washroom Digest is packed with useful facts. Ask your Diamond Distributor for free copies.



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to check up on that operator. Whenever possible I stand by and listen to our service phone clerks converse with customers. Occasionally I'm able to drop a helpful hint to one of them.

These girls should know your system inside out and be able to answer almost any question about it. This will help them to sell new customers as well as to converse intelligently with the old.

Here's something that may interest you. In an effort to enable our service clerks to cope with any situation, we have devised an indexed pamphlet that is always within easy reach on their desks. Should a customer call in to complain about frequent losses, the clerk who receives the call simply opens the pamphlet to the page marked "Frequent Losses." There before her is a printed answer or explanation she may give to this particular complaint. This one reads:

"I'm glad you brought that up, Mrs. Brown, because we are really proud of our record. We can show you in black and white that week in, week out, we definitely satisfy more than 98 percent of all our customers. It's only logical, considering the millions of pieces handled each year, that something is going to be mislaid now and then. Even the best cooks have an occasional failure. That's the human element, I suppose. But should this happen, we always make good any such loss. Thoroughly dependable service is very important, isn't it, Mrs. Brown?"

Some of the other subjects covered in the pamphlet are:

Slow service
Costs too much
Too hard on clothes

Claims and adjustments are subjects in which I am very much interested since they play such an important role in good customer relations. There is much pro and con about claim adjusting and I'm sure you all feel you're handling it the best way but, since I'm in charge of our adjustment department, I'd like to talk briefly on what I consider to be good procedure.

First of all, *settle claims promptly*. If you're going to pay—pay. If you're not going to pay, tell the customer as soon as possible. Don't keep her hanging around waiting. The longer you wait the more difficult it's going to be for both you and the customer.

Secondly, *settle for what the customer asks*. I don't mean that you should hand out money and settle indiscriminately. Investigate claims thoroughly and make a sincere effort to locate missing articles. If possible set-

JOHN W. LOWE III represents the third generation of his family engaged in the ownership and management of The Manhattan Co., a large, well-run laundry in Washington, D. C. He began his career in the company by going to work in the plant right after finishing school and he has worked at various jobs in every department of the business.

Mr. Lowe's work at Manhattan was interrupted by World War II when he served in the U. S. Army. At the time of his return to civilian life he was in command of his own Army tug in European waters, having served off the French coast during the landings there and also having had another tug sunk from under him as the result of enemy action.

This article is from a talk presented by Mr. Lowe at the AIL Young Men's Conference, held February 9-10 in Washington, D. C.

tle with replacements, either new merchandise or used articles in perfect condition. There will be claims that you feel are not valid—you may be compelled to call them dishonest. There'll always be claims like that but don't make the mistake of thinking that you have that many dishonest customers. Most of these claims are made in perfectly good faith.

Now about settling for what the customer asks. Put yourself in the customer's shoes. Suppose Mrs. Customer puts in a claim of \$5 for a missing sport shirt. You are unable to locate it. She asks for \$5 because the shirt is practically new (it always is—and sometimes she is right). So you say "Nuts, sister, \$3.50 is all you are going to get"—and you shell out \$3.50 with as much grace as a ballet dancer. So you saved \$1.50 (you think) and if you had 10 customers like that you would save \$15. Then you spend \$100 in sales promotion to get 10 new customers.

Simple arithmetic is all you need for the answer to that one. That \$15 invested in customer goodwill would probably gain you some new customers without spending any money for sales promotion. More satisfied customers—more volume—less overhead—less customer turnover—more profit—that's what counts in the long run. Even if it cost you more to settle claims in this manner, it would be worth it. But when it actually costs you less, what are you waiting for?

What do you do when a customer quits? Do you even know when a

customer quits or why she quits? At Manhattan all forms requesting an active addressograph plate to be pulled from the files must be OK'd by me. Of course, most of the reasons given are that the customers have moved out of town. For all other reasons I call the customer to get the straight dope. I have found in many cases that the routeman has not given the real reason at all, mostly because the customer hasn't given him the real reason.

Some people are funny, you know. It embarrasses them to complain about anything, particularly to someone to whom they've become accustomed, such as a laundry routeman. Sometimes they tell him they've decided to do their own rather than they're not satisfied with your shirts and are going to try someone else. Then again they might say "Well, it costs too much" rather than "The flatwork's lousy and I'm going to try my neighbor's laundry."

At any rate, I call them all. Sometimes if I'm able to get to the root of their trouble, I'm able to win them back. In all the cases I feel customer relations have been improved immensely. When people know they're worth something to you as a customer and you really do mind losing them enough to give your own valuable personal time, it does something. If you can't win them back immediately, at least you leave them with a good taste in their mouth and they may call you again in the future.

As I mentioned before I follow up on all complaints about quality and service that are received in our customer service department or that I receive firsthand from customers who have been referred directly to me, or that a routeman has told me about. I make an effort to contact these people by phone and, in some cases, go out to see them personally.

Some of these complaints I, quite naturally, find to be petty things over which we have no control. Others are quite valid, though, and I make a sincere effort to do something about them. In some cases an uninformed or misinformed routeman is the cause of it all. In other cases our plant has fallen down on the job. I suppose these things will happen to the best of us occasionally and someone has to try to repair the damage.

As a follow-up on customer complaints I make a personal contact with the plant superintendent and, in most cases, the supervisor of the department involved. Whenever possible it is helpful to secure from the customer the articles involved to help you press your point. Since I have

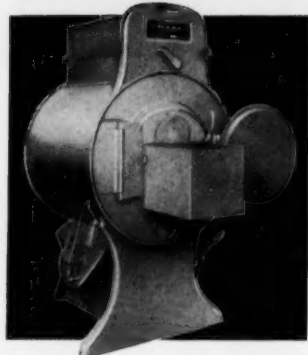
**AN ADDED SOURCE OF INCOME
FOR LAUNDRIES and DRY CLEANERS!**

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PILLOWS**

WITH

HUEBSCH

**FEATHER
RENOVATING
MACHINES**



● Model A (shown above) cleans, steams and dries feathers in a few minutes. Hopper is removable.

● Model B is available with separate feather transfer unit for speeding up processing operation.

● Both models can be quickly and easily converted to regular drying tumblers, should feather renovating be on a seasonal basis.

● For more business—and more profits—consider the advantages of offering your customers a pillow renovating service.

It is one of the few laundry services a housewife cannot perform at home. They send you flat and lumpy pillows with soiled ticks—and you return pillows that are firm and round like new—with ticks that are immaculately clean and fresh.

It is a wonderful way to get *new* customers—and to get bigger orders from your present customers. Best of all, Huebsch feather renovating equipment is not expensive to install—and is economical and simple to operate.

Hundreds of laundries and dry cleaners are now featuring this service. Find out about it yourself. Just write us and ask for the folder describing Huebsch Feather Renovating Machines.

HUEBSCH MANUFACTURING COMPANY

MILWAUKEE 1, WISCONSIN

Division of THE AMERICAN LAUNDRY MACHINERY CO.

had experience in all departments of the plant I am able to talk to the production officers on their own level. Frequently in this work, with the co-operation of the production department, I have been able to make improvements that have benefited all concerned.

In all complaint cases I make a personal contact with the routeman concerned. In this way I am able to talk with him sincerely about the customer's problems, what he can do to help the situation, and what he can expect from the production department. It's our policy always to take a new routeman on a tour through

our plant. This helps to familiarize him with the entire proceedings and enables him to answer more easily the customers' queries or complaints. He is introduced to the supervisors of the various departments and generally made to feel that he belongs to, and is part of, the entire operation.

I stick pretty close to these fellows and help them whenever I can. After all—what would we do without them? They know they can come to me when they need help and they often ask me to call certain customers with whom they're having trouble.

As you may have gathered my ultimate goal is to have an "on the ball"

service organization with the well-being of the customer uppermost in everyone's mind. When a customer calls my service department I want whoever gets her first to be able to handle the entire situation and not have to give that customer the run-around.

The best possible customer-relations improvement program is what's going to count in the future as far as I'm concerned. This, along with mutual understanding and teamwork between the sales and production departments, is what I'm striving for at Manhattan to make Manhattan the best. □□

Minnesota Convention

AT THE TWO-DAY convention of the Minnesota Institute of Laundering and Cleaning, held in St. Paul January 30 and 31, 220 delegates heard a variety of speakers, and attended two luncheons and a cocktail party.

The group elected as president for the following year Russell C. Sapp of the Hibbing Laundering and Cleaning Co. The vice-president is James Brown of the Johnson Laundry, Mankato. Reelected secretary-treasurer was C. A. Huebsch of Troy Launderers and Cleaners, Minneapolis.

Among the speakers were Albert B. Adelman of Adelman Laundry, Milwaukee, who talked on "A Fighting Faith for Our Industry"; George H. Isaacson, director of the service departments of the American Institute of Laundering, who spoke on "Changing Trends and Opportunities"; John R. Whipple, a Minneapolis industrial engineer, who told members that "\$1,500 Routes Are Possible"; Paul Jacobsen, Wallerstein Company, who spoke on "Fabric Problems With Problem Fabrics"; Harold Reed of

Reed Cleaners, Fargo, N. D., who told how a plant in a small town uses promotion and public relations to increase business, and Al Graham of R. R. Street & Company Inc., on "The Two-Bath Method With Conductivity Control."

In addition to these speeches, delegates heard a panel discussion on "Our Antiquated 1921 Drycleaning Law," with 1953 President Henri Foussard, head of Model Launderers

and Cleaners, St. Paul, as moderator. Taking part in the panel were Cyril C. Sheehan, Minnesota Insurance Commissioner; Herb Meyer, Minnesota Deputy Fire Marshal, and Richard S. Felhaber, secretary and attorney for the St. Paul Launderers and Drycleaners Association.

The new American Institute of Laundering film, "Every Day Is Monday," was also shown to the delegates at the meeting. □□



OUTGOING PRESIDENT Henri Foussard (left) congratulates successor, Russell C. Sapp. At right is new vice-president, James Brown



PANEL DISCUSSION on Minnesota's antiquated drycleaning law. Moderator Henri Foussard standing

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the Cover Cloth with

LONG-LIFE INSURANCE

The fact that THERMOTEX OUT-LASTS ALL OTHER COVER CLOTHS 2 to 1 is reason enough to make it worth your consideration.

Yet the money-saving advantage of "longer wear" is just one of the many features of this remarkable cover cloth—an exclusive development of the Kohnstamm laboratories.

THERMOTEX will not slip or shrink... never sticks. It needs no

costly "breaking in" period—and it dries faster.

All this means but one thing to you—SAVINGS! Savings in time! Savings in labor! Production improves by leaps and bounds. And remember, each THERMOTEX Cover Cloth lasts weeks or months (depending on production), eliminating the need for stocking ready made covers.

Write us today for the complete story!

A complete line of laundry and dry cleaning supplies.
Nation-wide service.



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"CROSS-FIRE CLEANING ACTION"

removes more soil faster!

OZONITE

BREX



You're going to hear a lot about "Cross-Fire Cleaning Action" and "Matched Team Detergency." And you'll like what you hear, for this new washing method is making laundry history wherever it's tried.

Here's Why! Tests have proved that some soils are more easily removed by soap than by synthetic detergents. The reverse is also true. That's why "cross-fire cleaning action" is proving so effective. For in this new washing method, two basic types of cleaning agents team up—built soap (either Brex or Ozonite on the "break") and a new synthetic—Orvus Hytemp—especially designed to work in harmony with either product.

The combination of two efficient, broad-range soil-removing agents—each of which has its own special ability to loosen and suspend specific types of soils—gives double assurance of getting clothes spotlessly clean.

You'll see the improved results the first week you try out "Matched Team Detergency" in your washroom. They'll show up better and better as the weeks go by.

And here's what you will discover. Faster washing . . . cleaner clothes . . . better whiteness maintenance . . . greater production . . . lower washing costs. Dirt hasn't a chance when it's up against Cross-Fire Cleaning Action. You'll agree when you check its amazing performance.



PROCTER & GAMBLE, Cincinnati, Ohio

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

CORROSION RESISTANCE

MEDIA	INDEX	MEDIA	INDEX	MEDIA	INDEX
Sulfuric Acid—All Conc.	70°F	Ammonia—All Conc.		Chlorine—Bulking	
Acetic Acid—All Temp.		Sea—160°F		Copper Sulfate—Sat. Sol.	
Alkali—All Temp.		Wood—Cold (Hest. Intest.)		Fruit Juices—Hot	
Aluminum—All Temp.		Sulfuric Acid—Conc. Bulking		Urea—Hot	
Ammonia—All Temp.		Cathodic Hydrolysis—Sat.		Urea—Hot	
Ammonium Nitrate—Sat. Sol.		Concentrated Water		Urea	

**302
316
430
FULLY
RESISTANT**

RESISTANCE TO SCALING

CONTINUOUS				INTERMITTENT			
TEMP. °F	INDEX	TEMP. °F	INDEX	TEMP. °F	INDEX	TEMP. °F	INDEX
1500	1	1800	5	1400	9	1850	13
1600	2	2000	6	1500	10	1900	14
1650	3	2050	7	1600	11	2100	15
1700	4	2100	8	1650	12		

314

MACHINABILITY

% OF MILD STEEL	INDEX
40	1
50	2
55	3
60	4
65	5
70	6
75	7
80	8
85	9

**403
410
430
442
440**

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PHYSICAL PROPERTIES ROOM TEMPERATURE MECHANICAL PROPERTIES PROPERTIES AT ELEVATED TEMPERATURE

NOW!

HERE'S THE
ANSWER
TO FAST
ACCURATE
SELECTION
OF STAINLESS
STEELS



The answer to most of your questions about stainless steels are right at your finger tips, when you use Crucible's unique new Stainless Steel Selector.

Want to know the machinability characteristics of a stainless grade? Resistance to corrosion or scaling? Physical or mechanical properties? You can get the answers to these and other questions simply by setting the arrow on the Selector slide at the proper window. It's just as quick and easy as that.

And almost as fast as you get the answer, you can get the steel you need. For many of the REZISTAL stainless steels shown on the Selector are carried in stock in Crucible warehouses conveniently located throughout the country.

To get your free copy just fill in and mail the coupon. Better do it now.

HOW THE SELECTOR WORKS:

Start with the problem. For example, resistance to corrosion in contact with copper sulfate. Just set the slide at the proper index number shown on the Selector (in this case on the back), and you have the answer in a second — grades 302 and 316 are fully resistant to this form of attack.

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Letters to the Editor

Training Better Than Experience

Dear Editor:

We have been reading in the JOURNAL of your articles on training operators for apparel and shirts. Please send us a complete set of them as we can use them in our training program. We find we can take operators who are inexperienced and after training come up with a better operator and work than with some who claim to be experienced.

M. L. MIDDLETON
Connally's Laundry
Sulphur Springs, Texas

Likes Old Pictures

Dear Editor:

Those little cuts that were used on page 40 of your December issue brought back memories. I remember that we used at least six of them—probably all—to illustrate bundle stuffers, lists and newspaper ads.

I am making up some one-column

ads today, featuring those old cuts. Expect to use them in connection with the Centennial Celebration of this city. When I get some proofs, I'll send them along for your pleasure.

In the meantime, if you run across any more similar illustrations, I would be happy to hear about them.

JOHN RIPLEY
Ripley's Inc. Launderers-Dry Cleaners
Topeka, Kansas

Voice of Spring

Dear Editor:

The January (1954) issue of your magazine has come to our attention featuring the Puyallup Laundry on the cover and in your article, Pg. 13, "Showmanship Can Sell Laundry Service."

Since the Daffodil Festival is anxious to have as complete a file as possible of such noteworthy articles, could you send us two copies of the January issue for showing to our board, and to keep on file?

Mr. Christie is doing a fine job, and we commend you on your complete coverage of his showmanship and wide use of daffodils. His daffodil decal, which he uses on his trucks, has caught fire in Puyallup and this year merchants up and down the main street are using them on doors and windows . . . to emphasize the year around Puyallup as a daffodil center.

R. E. SCONCE
Publicity
Puyallup Valley Daffodil Festival, Inc.
Tacoma, Washington

Editorial Fan

Dear Editor:

I want to congratulate you on the editorials on page 10 of the January issue of STARCHROOM.

The thoughts on this page could easily be woven into an excellent talk for some convention.

Keep up the good work. Our industry definitely needs some clear thinking (and talking) along these lines.

EDWIN PEARCE
President, American Institute
of Laundering
President, Columbia Laundry
Greensboro, North Carolina

Planning Convention



MEMBERS OF CONVENTION COMMITTEE of Pennsylvania Laundry-owners Association complete plans for their 1954 convention to be held at Hotel Traymore, Atlantic City, N. J., April 29 to May 1. Left to right, seated: Edwin Pennypacker, Interboro Laundry, Lansdowne; F. M. Wilkinson, Wilkinson Laundry Co., Reading; Chantry W. Davis, executive secretary. Standing: Howard Parris, Jr., Service Laundry, Philadelphia, and Bill McBrien, St. Mary's Laundry, Ardmore.

New Sacramento Officers

The following officers have been elected by the Sacramento (Calif.) Valley Laundry Owners Association: Joseph Alonzo, Sacramento (Calif.) Golden State Laundry Co., president; Merelin Peterson, Merelin Capital Laundry Co., Sacramento, Calif., secretary.

AIL Alumni Reelect Two

Members attending the American Institute of Laundering Alumni business meeting in Los Angeles unanimously reelected their incumbent officers for 1953-54. Kenneth Luetzow, South Side Laundry and Dry Cleaners, Milwaukee, retains the title of president, and Stanley Turkel, Victor Kramer Co., New York, will continue as vice-president.

AIL Workshop Goes South

The fourth meeting in the American Institute of Laundering's current series of workshop conferences will be held at Hotel Farragut, Knoxville, Tennessee, on March 26 to 28.

The conference gives regional laundryowners a chance to learn about the latest trends in the industry, new techniques in production, advertising and office methods. Employee hiring and training, public relations and the properties of the new "miracle" fabrics will also be discussed.

Featured AIL speakers will be: A. L. Christensen, manager, department of production and engineering; William E. Mercer, manager, department of sales and advertising; Lee Johnston, manager, laboratory division; Cecil H. Lanham, director of education and personnel; Robert O. Brown, manager, department of accounting and statistics, and Foster L. Lee, manager, membership department.

The \$30 registration fee for the conference includes the cost of all text materials and supplies as well as a dinner meeting scheduled for Saturday night. Advance reservations are being accepted by AIL's membership department, Joliet, Illinois.



Jim Cox says:

THANK YOU!

Mr. Manufacturer —

For spending your time, effort and money exhibiting at our recent **YARBROUGH CLINIC**, held in our new Louisville warehouse Feb. 26, 27 & 28.



Mr. Plantowner —

For having the faith in us to visit our clinic. If you did not find time to visit our warehouse, please feel free to do so any time; you will find a full line of the best machinery and supplies in the industry available for delivery on short notice.



Mr. Plant Employee —

For taking a part of your week-end to visit the exhibits of machinery, equipment and supplies—to see what's new and how the various products are used in the industries.

LIST OF EXHIBITING MANUFACTURERS

Automatic Launderer & Cleaner
Benwall Mfg. Company, Inc.
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Bill Glover, Inc.
The Guide
Hammond Laundry Machinery Co.

Huebsch Mfg. Co., Div. of American
Laundry Machinery Co.
Huron Milling Co.
Keever Starch Co.
Kentucky Laundry & Cleaners Assn.
P. M. Lattner Mfg. Co.
Manitowoc Engineering Corp.
Marion Mfg. Co.
Mathieson Chemical Corp.
Meese, Inc.
Mercury Cleaning Systems, Inc.
Monarch Engineering Corp.
National Cleaner & Dyer
National Combustion Co.
National Marking Machine Co.
New York Pressing Machinery Corp.
Nu-Pro Mfg. Co.
Olson Filtration Engineers, Inc.
Package Master, Inc.
Pittsburgh Waterproof Co.

Procter & Gamble Distributing Co.
Quincy Compressor Co.
Rema Corp.
Riverside Mfg. Co.
Signal Chemical Mfg. Co.
Southern Mills, Inc.
Standard Machinery Co.
Starchroom Laundry Journal
R. R. Street & Co., Inc.
Stry-Lenkoff Co.
Takamine Laboratories, Inc.
Textile Marking Machine Co., Inc.
Vic Cleaning Machine Co.
Wallerstein Co., Inc.
Warco Laboratories, Inc.
Washex Machinery Corp.
Western Laundry Machinery Co.
Whitehouse Nylon Products
Wichita Precision Tool Co., Inc.
A. L. Wilson Chemical Co.

YARBROUGH SUPPLY CO., INC.

LOUISVILLE, KY. BRANCH

318 East Burnett Ave.
Phone Magnolia 1764

NASHVILLE, TENN. BRANCH

2610 Charlotte Avenue
Phone 7-3435

Laundry News Notes



ATLANTA, GA.—Atlanta Linen Service has announced completion of a new \$1,300,000 plant at 525 Glen Iris Dr., N.E. This firm is the original installation and home branch of National Linen Service Corp., which operates 45 other linen supply and manufacturing plants throughout the country.

DURHAM, N. C.—New Method Laundry and Dry Cleaning Company has been granted permission to erect and operate a launderette and drycleaning pickup station on Avondale Ave.

GREEN COVE SPRINGS, FLA.—Perla Goucher and Ernestine Miller will open the Laundromat Half-Hour Laundry at 3 St. Johns Ave.

GASTONIA, N. C.—A new drycleaning plant has been added to the Launderette on E. Main Ave., according to R. O. Crawford, the owner.

BENTON, KY.—The Benton Laundry, located at Eighth and Main, is under the new management of Mrs. Hollice Lamb and Mrs. James Lassiter. The establishment was formerly owned by John Sledd.

ENSLEY, ALA.—J. T. and James Bell, founders and operators of Troy Laundry and Dry Cleaning Co., have purchased Model Cleaners in Fairfield. The owners announced that all facilities and services of Troy Laundry will be available at the Fairfield location.

CHARLESTON, S. C.—Ideal White Swan Laundry has leased space in the South Windemere shopping center on Folly Beach Rd.

ELIZABETHTOWN, KY.—All proceeds collected in Elizabethtown Laundry's tie-cleaning service during February were donated to the March of Dimes.

LAKELAND, FLA.—Howard T. Hutchens, operator of Modern Cleaners, has opened Florida Drive-In Laundry Cleaners at S. Florida Ave. and Cresap St.

LURAY, VA.—The new plant of the Luray Home Laundry and Dry Cleaning

Company has opened, it was announced by J. Click Davis, manager. Completely fireproof, this plant is considerably larger than the one destroyed by fire last September. Most of the equipment is new.

LOUISVILLE, KY.—William Savage, assistant secretary-treasurer of Spalding Laundry and Dry Cleaning Company for the past two years, has been elected treasurer. Margaret S. Hutchison, who has been secretary-treasurer of the corporation since its inception in 1926, will continue as secretary.

HOLLYWOOD, FLA.—Transfer of the H & K automatic laundry on S. 18th Ave. to Charles J. Summers has been announced by N. Burgess.



FOARD CITY, TEX.—Mr. and Mrs. Ruel Scott plan to open a new laundry here.

HOLLISTER, CALIF.—Violet L. Sobers has announced that she will sell the Hollister Washette, 421 Monterey St., to Ben F. Roby.

OAKLEY, KANS.—Mr. and Mrs. Foy Davis have purchased Oakley Laundry from Mrs. Alex Dome.

OKLAHOMA CITY, OKLA.—A. Potter, Jr., is building a self-service laundry at 712 Culbertson in Lincoln Terrace.

DANA POINT, CALIF.—Mac and Mel Pierce announce plans to open a self-service laundry, the Dana Point Laundromat, at 24522 Del Prado.

DUKE, OKLA.—Mr. and Mrs. Noble Nelson have opened the Duke Laundry.

DENTON, TEX.—Mrs. Margaret Magness has opened the Carroll Street Laundromat, at 215 Carroll.

WELEETKA, OKLA.—Mr. and Mrs. T. V. Thomas have purchased the East Side Laundry from Mr. and Mrs. R. A. Adams.

REDDING, CALIF.—Clarence Baker has opened Metropolitan Laundry at 1433 California St. Mr. Baker has been in the laundry business since 1918.

BLAIR, OKLA.—Clayton Wood and Mrs. Ruby Pepper have bought the equipment and leased the building of the Blair Laundry. They are repairing the building and installing new equipment.

FREEDOM, CALIF.—A new building is under construction at 110 Carey Ave. to house U-N-I Wash and Dry, self-service laundry.

OAKLAND, CALIF.—Tex and Marjorie Preston are the new owners of Dimond Launderette, 3419 Fruitvale Ave.

PORUM, OKLA.—Mr. and Mrs. Rex Pounds are the new proprietors of the Porum Help-Ur-Self Laundry.

LAMAR, COLO.—Mr. and Mrs. Art Tarman have purchased a laundry from R. E. and L. M. Appel.

WACO, TEX.—Progress Laundry, 1619-1629 Franklin Ave., has installed new drycleaning equipment.

CAMPBELL, CALIF.—According to an announcement by Joe Nygren, Campbell Self Service Laundry has purchased new equipment.

CONCORD, CALIF.—K. D. and Florine Yonge recently held the grand opening of the Willow Pass Laundromat at Willow Pass and Third St.

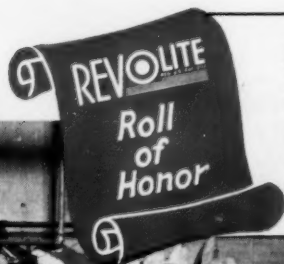


TENNERTON, W. VA.—Mr. and Mrs. James Riffle have opened a new laundry service known as Jim's Home Laundry.

BROCKVILLE, ONT.—Wrightway Laundry and Cleaners has celebrated its twenty-fifth anniversary. The business was founded and is still operated in its original location by Wallace D. Wright.

PITTSFIELD, MASS.—William D. Roche, owner of Mercury Laundry, Inc., has been installed as president of the Pittsfield Kiwanis Club.

NEW YORK, N. Y.—Thomas Summers has been appointed executive vice-president of Victor Kramer Co., 545 Fifth Ave., laundry management consultant to



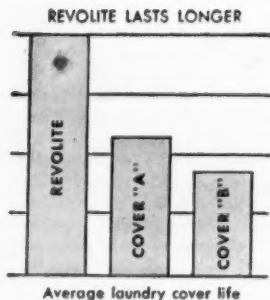
High quality and high production go together at the Landers Laundry & Dry Cleaners, Atlanta, Ga. Like many other leading laundries on the "REVOLITE Roll of Honor," Landers is a long-time user of REVOLITE roll covers. Looking over the REVOLITE installation are (left to right) REVOLITE representative J. S. Smith, and R. N. "Rep" Landers, laundry owner.



only **REVOLITE** covers

iron so well . . . so economically

There is no substitute for REVOLITE laundry roll covers. Only REVOLITE embodies exclusive features which have made these covers the overwhelming choice of leading commercial and institutional laundries:



LONGER LIFE—due to special REVOLITE fabric, coating and impregnating resin, and resilient asbestos padding. REVOLITE outlasts ordinary covers many times over!

SMOOTHER FINISH—due to REVOLITE's finer weave that puts a finer surface on flatwork.

GREATER PRODUCTION—because REVOLITE covers can run hotter, machines can run at top speed; and maintenance shutdowns are drastically reduced.

EXPERT INSTALLATION—by REVOLITE's full-time field specialists.

Our written guarantee covers every REVOLITE installation. Write today for complete facts.

ATLAS POWDER
COMPANY
Stamford, Connecticut



Service from every angle
... that's **REVOLITE**

commercial laundries, linen supply companies and institutions.

DANBURY, CONN.—Consolidated Laundries Corp., New York, has leased a new building on Shalvoy's Lane as its Connecticut distribution center. Norman Tunick will be the resident manager.

LINDEN, N. J.—The Morey LaRue Laundry Company has celebrated its sixty-fourth anniversary. The firm's main plant, its retail outlets and delivery fleet were decorated for the occasion. Morey LaRue operates laundries in Linden, Morristown, Neptune City, N. J.; Staten Island, N. Y., and Easton, Pa.

LONDON, ONT.—Dutch Laundry has opened its new plant and office, replacing the Dundas St. building destroyed in a \$125,000 fire recently. The operators, Ben, Bill and Fritz Cramer, have also installed new equipment.

NORTH ADAMS, MASS.—Rita Shaker has purchased a building at 2 W. Main St. from Mrs. Samuel Levenson and will operate the Launder-Rite business there.

NEW YORK, N. Y.—Philip Sobin, president of Carolyn Laundry, will serve as chairman of the Laundries Division for the 1954 April Cancer Crusade. Mr. Sobin has also accepted, for the fourth

successive year, the chairmanship of the laundry, linen and diaper industry's drive in behalf of the United Jewish Appeal of Greater New York.

WORCESTER, MASS.—The new plant of Donahue Laundry Co., Cambridge and Ives St., is scheduled for completion this spring.

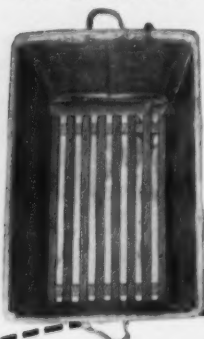


Shamrocks pay for themselves

... in work savings
... time savings!



Inside view showing removable wood drain rack.



Shamrock washroom truck #41W

Looking for greater washroom efficiency? Equip with modern Shamrock No. 41W Washroom Trucks. Operators welcome easier handling of wash loads, and freedom from stooping. You can order a complete size assortment (3 sizes) for less than the cost of one metal style truck. Designed with rustproof steel frame, "Vyntex" (plastic impregnated) duck body, controlled drainage with rubber drain hose, and 3-inch rubber swivel wheels for easy mobility. Why not order a Shamrock No. 41W for tryout, now! Made in 3 sizes: 3 bu.—24x16x14x30" overall; 4 bu.—28x20x16x30" overall; 6 bu.—30x20x20 1/2 x30" overall. Manufactured by MEESE, INC., Office & Plant, Madison, Indiana.

SALES OFFICES: NEW YORK — F. R. Tyroler, 37 W. 43rd St., MU 2-1437; ATLANTA—W. E. Petway, 4403 Jefferson St., Chamblee, Ga., Phone 7-2430; FORT WORTH—V. M. Hooton, 4220 Normandy Road, Tel. Lockwood 6564; LOS ANGELES—Fred J. Petersen, 4645 East Olympic Blvd., Oxford 9-4840. Export Manager—R. A. Auerbach, Easton, Pa. Cable Address: "Nolly".

HERRIN, ILL.—Joseph S. Coughlin of Evansville, Ind., has purchased Modern Laundry and Dry Cleaners from Mr. and Mrs. Pete Marlow. Besides the plant in Herrin, the firm also operates offices in Carterville, Marion, West Frankfort, Christopher, Johnston City and Carbondale. For the past 12 years, Mr. Coughlin has been vice-president and general manager of White Swan Launderers and Cleaners, Evansville, Ind. He served three terms as president of the Indiana Laundry and Dry Cleaning Association and is past president of the Evansville Laundry Association.

FLINT, MICH.—The following new plants have opened here: Troy Wee-Wash-It, adjunct of Troy Cleaners, owned by Troy Dortch, 524 Lewis St.; Kelly's Wee-Wash-It, 1116 Ballenger Highway, owned by Raymond Flood; South Saginaw Wee-Wash-It, G-3489 S. Saginaw Rd., owned by Lawrence Dubie, who is co-owner with J. A. Coleman of another new operation at 3126 Detroit St.

MILWAUKEE, WIS.—At the annual meeting of Polly Prim's North Avenue Laundry Co. and National Laundry & Dry Cleaning Co., the following officers were named: Jay A. Minow, president of both firms; Benjamin A. Stein, vice-president of the North Avenue firm; Robert Gill, vice-president of National; Victor Resnick, treasurer and secretary, and Burton Minow, assistant secretary of both firms.

COLUMBUS, OHIO—A new self-service laundry, the Grandview Laundromat, has been opened by Al Close at 1447 Grandview Ave.

SIOUX CITY, IOWA—Announcement has been made of the sale of the business of Cascade Laundry and Dry Cleaners, 723 Nebraska St., to Cusack Laundry and

INTERNATIONAL LEADS AGAIN...



FIRST IN MULTI-STOP DELIVERY SALES FOR THE **16th STRAIGHT YEAR**

Again in 1953, INTERNATIONAL Trucks with METRO® bodies were the multi-stop sales leader. They led because they are designed for multi-stop service, and give lowest delivery costs.

Study the many multi-stop design features at the right. Talk to owners of INTERNATIONAL Trucks with METRO bodies. Listen to the enthusiasm of their drivers. Ask your INTERNATIONAL Dealer or Branch for a demonstration today. Time payments arranged.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

Another outstanding INTERNATIONAL Truck buy— INTERNATIONAL Trucks with METRO bodies for lowest-cost delivery

Six chassis models. 102, 115, 122, and 134-inch wheelbases. GVW ratings, 5,400 to 11,000 lbs. Short, more maneuverable chassis saves time on routes, saves garage and dock space.

More payload space. Eight body sizes, two body styles—standard or flatback. Four body lengths—7¾, 9½, 10½, and 12-foot. Increased capacities range from 243 to 392 cubic feet.

New savings in driver time and energy. New full 6-foot headroom and low stepwells speed loading and unloading. Sliding front doors standard, folding doors optional. Six rear door options.

New driver comfort. New broadleaf springs. New shock absorbers. Lower center of gravity. New toeboard angle.

Lower operating cost. New downdraft carburetion for greater fuel economy. New cushioned disc clutch for longer life, smoother operation.

INTERNATIONAL all-truck engineering provides unmatched chassis stamina and lowest operating cost. The all-steel METRO Body has long life and unusually low maintenance cost.



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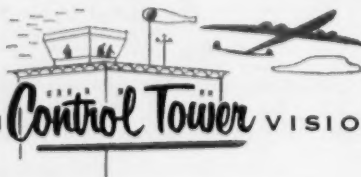
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UTILITY TRUCK DISTRIBUTORS, INC.

Union City, Indiana
Phone 424



Dry Cleaners, 505-7 Pearl St. The Cascade building and equipment has been purchased by the Sioux City Clean Towel Service.

BELLEVILLE, ILL.—Bill and Louise Connell have opened East Side Laundromat at 409 E. Main St.

BENTON HARBOR, MICH.—Management and employees of Barlow's Laundry and Dry Cleaners have been honored for working a full year with a minimum of industrial injuries, according to an announcement by Gerald W. Shipman, director of the Twin Cities Area Safety Council.

TERRE HAUTE, IND.—Dick Hawkins has installed new equipment in Star Laundry.

METROPOLIS, ILL.—J. T. Beckman has sold American Laundry and Cleaners to Frank Farmer, Lindell Pullen, Willard Harris and Bill Brookshire. About six months ago Mr. Beckman rebuilt the laundry and installed new equipment.

GREENFIELD, OHIO—Kenneth George, operator of Kenny's Automatic Laundry, 112 N. Fourth St., has announced the addition of new water-softening equipment.

PINE CITY, MINN.—Pine City Launderers and Cleaners has moved to a new building on Highway 61. Owners Ralph and Vernon Peterson have added new equipment.

ELDORADO, ILL.—Friendly Laundry has opened at 1109 Jefferson St.



LANGLEY, WASH.—Effie's Agency, owned by Effie Simonson, has opened an automatic laundry service with the installation of new equipment.

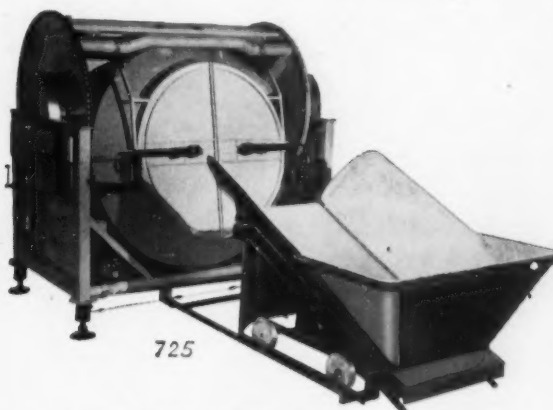
EUGENE, ORE.—Eugene Laundry & Drycleaners has moved to W. Sixth Ave. and has added new equipment. Ed Anderson, vice-president of the firm, reported that the move, the new plant and equipment cost about \$150,000.

OSWEGO, ORE.—The Oswego Laundromat, owned by Rod McPheeters, has installed new equipment that doubles the previous capacity.

ST. HELENS, ORE.—Mrs. Virgie Erickson has purchased the Self-Service laundry, according to Eldon Madden, former owner.

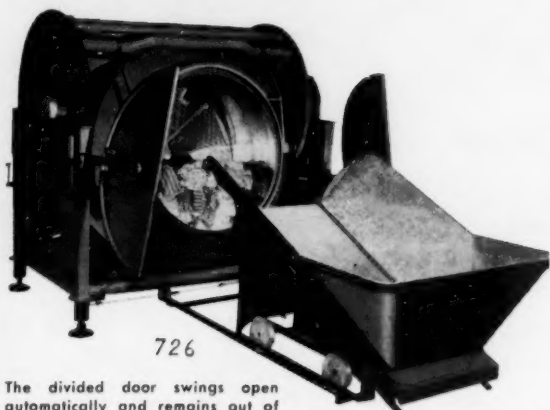
Are You Tumbling or Just Fumbling?

GO PURKETT!



725

Doors fit tightly, permitting large loads to be tumbled.



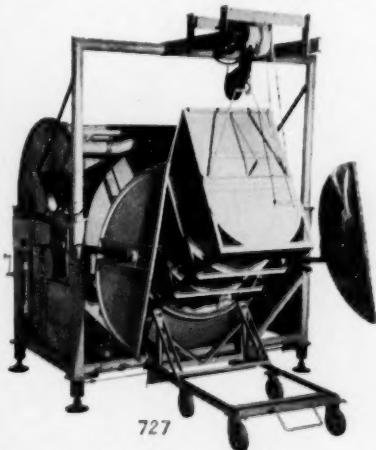
726

The divided door swings open automatically and remains out of the way of the cylinder during the entire unloading and loading cycle. Doors now perforated for slight drying action.

You can meet rising costs when you install a Purkett "BIGMOUTH" Tumbler. Available in two sizes—72" and 48". In both models you get many benefits.

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"BIGMOUTH"
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WITH HEAT CONDITIONER

The heat-conditioning "BIGMOUTH" Tumbler, for every operation from extractor to ironer, warms, softens and mellows flatwork. The 72" keeps several ironers busy. The 48" keeps one ironer busy.

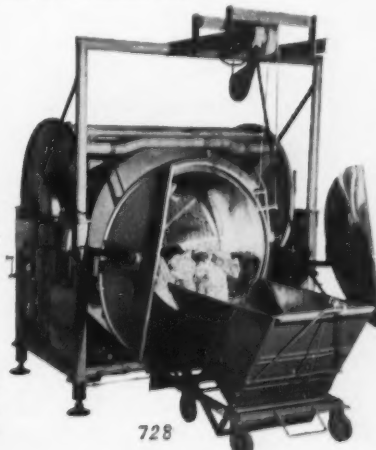


727

Illustrates hoist raising hinged hopper of loader truck, to permit the load to slide into the tumbler.

- ELIMINATES HAND-SHAKING
- WARMS TUMBLED FLATWORK
- ENORMOUS CAPACITY
- AUTOMATIC REVERSING
- AUTOMATIC UNLOADING
- LOADS AND UNLOADS RUNNING

For complete details and specifications of both models No. 48 and No. 72, write to any major laundry machinery manufacturer, or . . .



728

Illustrates hinged loader truck after depositing load into tumbler.

PURKETT MANUFACTURING CO.
JOPLIN, MISSOURI

Cleaning Section

Capital Convention in Washington

NID's 45th annual convention marked by record attendance; sessions feature sport shirts, sales and the charged system



IT WAS NEARLY THE BIGGEST and certainly one of the best national conventions ever. Washington, D. C., was charged with more drycleaners on February 11-14 than had ever before assembled in one place, with the exception of the Chicago convention right after the war.

About 11,500 had registered at the National Guard Armory by four o'clock on Sunday afternoon. Banquet attendance on Saturday night hit 1,550, which filled the Statler's facilities to overflowing. The 336 exhibitors filled the Armory's 76,000 square feet to capacity.

Exhibitors, almost without exception, reported lots of traffic and lots of interest in the huge array of supplies and equipment. Order-taking was brisk.

Thursday, February 11, was devoted to registration and plant visits. Institute headquarters at nearby Silver Spring, Maryland, swarmed with visitors—1,300 of them—who inspected the plant, laboratory, and classroom facilities. Staff members were organized into relays to guide the groups around the newly modernized buildings. The day wound up with the first of the entertainment features, a get-together party and dance.

The convention sessions followed the pattern established last year at Cleveland. Movies started off each program, giving everyone a chance to get seated without disturbing the speakers. Formal sessions were confined to the mornings, with each of the three including a panel discussion. Rather than take up time with questions and answers at these sessions, group meetings were held for an hour or two in the afternoons at the Armory. At those meetings the morning speak-

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Air-Operated Drycleaning Press*

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SALES PANEL on Saturday morning



SECRETARIES' BREAKFAST, clockwise: William Mooney, Ernest W. Finlayson, Omer Elam, William Schaffer, Michael O'Neill, Jack Truxal, D. H. Currie, Lucile H. Seidman, Frank Pollatsek. Secretaries not present are urged to contact Mr. Mooney or Mr. O'Neill regarding an association clearing house

ers were questioned and anyone with comment to add could have the floor.

The Friday-morning session formally opened the convention. The opening preliminaries were dampened a bit by the absence of Henry Benoit, whose leadership in group singing has become traditional. Mr. Benoit, outgoing vice-president, was stricken ill shortly before the convention and was unable to attend.

President Willard M. Cannan welcomed the delegates, introduced the board, and used "The Cleaner's Best Friend" as the theme of his address.

"NID," Mr. Cannan pointed out, also stands for "New Idea Distributor." New ideas are the Institute's stock in trade, and putting these ideas to work is the drycleaner's best means of keeping up with this rapidly changing industry. Mr. Cannan reviewed the Institute's resources, reported on significant changes in corporate structure and fiscal affairs, and concluded with a description of NID's forthcoming public relations program.

Designed to increase the prestige of the industry and NID nationally and the use of drycleaning service locally, the program will include: a public relations policy for local drycleaners; a code of conduct for drycleaners; copy for radio and other advertising; counsel on public relations and advertising, and publicity for the industry through local and national media wherever possible.

The next speaker was Walter Cronkite, CBS Washington correspondent. Mr. Cronkite related his experiences as a resident of Moscow

during his two-year hitch as head of the United Press bureau there. The Iron Curtain, apparently, exists primarily to keep the Russians in. From his description, nobody would live in Moscow if he didn't have to.

The first of the panel discussions bore the resounding title, "The Loud But Lucrative Sport Shirt." Ray E. Showell, Westminster Cleaners, Salt Lake City; John Witherspoon, Dupont Laundry, Washington, and Bernard M. Cannan, The Cannan Co., Toledo, were the panel members.

Mr. Showell confined his remarks to selling and advertising the product. Mr. Witherspoon outlined his plant's three sport-shirt classifications, quoted costs and prices, and went into washing formulas and finishing techniques. Mr. Cannan described his plant's positive attitude toward the sport-shirt market (ignoring it is no solution),

mentioned his classifications, and discussed finishing techniques.

The afternoon meeting on the same subject at the Armory revealed that there are plenty of conflicting views on how the sport-shirt market should be approached. Several cleaners had almost given up the idea of trying to make money on the service and are resigned to offering it as a leader. Others seemed to be doing pretty well at 65 cents for a drycleaned shirt. Apparently many of the cleaners weren't happy with their finishing equipment, and found it difficult to turn out quality and a profitable quantity at the same time.

The ladies turned out 550 strong for the afternoon luncheon at the Mayflower Hotel at which Mrs. Richard Nixon, wife of the Vice-President, and some dozen senators' and congressmen's wives were guests of honor. Mrs. Nixon chatted briefly with the lunchers, but there were no speeches beyond a short greeting extended by Mrs. Lee Peeler, chairman of the Ladies' Entertainment Committee.

The style show Friday night was a huge affair. The Celanese Corporation of America pulled out all the stops with no less than 27 models and 78 outfits. We had never realized that so many drycleaners are passionately interested in ladies' styles. It was a first-class show and its sponsors made a fine contribution to the program.

Saturday's session was devoted to selling. Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board, led off with a rather technical analysis of business conditions today. Near as we can figure, he said production and employment are down but people save more money and there is still a high demand for goods. He ended up by advising "optimistic caution."

This advice did not sit well with follow-up speaker Frank W. Lovejoy, sales and marketing executive of



GUEST OF HONOR at ladies' luncheon was Mrs. Richard Nixon, seen here with Mrs. Willard M. Cannan, left, and Mrs. W. I. Peeler



MANAGEMENT ENGINEERING Association dinner Thursday night

Socony-Vacuum Oil Company, whose fireball brand of delivery made him one of the convention's most dynamic speakers. Hellbent for election he told the cleaners they were doing "a lousy job of advertising"; suggested ways to improve it, and urged them to forget all about business trends and get out and do something. Statistics don't make people, he said, but people make statistics.

The Saturday panel consisted of four members who told of sales strategies that have worked. T. E. Millholland, Zenith Cleaners, Dallas, Texas, described the creation of his "Mouthy Moth" trademark and of its success in his business. James L. Thane, Thane's Drive-In Cleaners, Missoula, Montana, described and illustrated a personalized newspaper advertising campaign that much amused the crowd. Frank H. Kean, Jr., Kean's, Baton Rouge, Louisiana, told how his firm successfully sold storage of winter woollens through television advertising. And E. E. Bishop, Bishop Laundry, Dothan, Alabama, mapped out a year's merchandising schedule as developed in his plant, stressing the theme "You Can't Sell 'Em Unless You Tell 'Em." Walter R. Duncan presided.

The morning program provided much meat for discussion at the afternoon open-forum session at the Armory. Some 200 persons turned up and Glenn E. Jackson, executive director, Orthopedic Appliance and Limb Manufacturers' Association, an expert in encouraging group participation, served as moderator. During the course of the discussion it was found that most of those present favored an annual advertising expenditure of around 4 percent of sales, tended to use advertising to bolster slow days, and a high percentage were paying more than \$1.10 per hour for finishers in their plants.

For the ladies, the highlight of the afternoon was a cocktail party at the Statler Hotel at which five door prizes were awarded. The happiest members present were, of course, Mrs. V. L. Piersall, P & W Laundry and Drycleaning, Portsmouth, Virginia, who won the stone marten scarf, and Mrs.

Dan G. Cox, Cox & Sons, Fremont, Ohio, who won the mink scarf.

The social aspects of the convention were climaxed Saturday evening when an overflow crowd of more than 1,550 spread out into the corridors to attend the banquet and gala floor show mc'd by Peter Donald. As if that weren't enough the floor was cleared and dancing followed until closing time.

The previous night's festivities did little to dampen the attendance at the Sunday-morning session. Your guess is as good as ours as to whether it was the charged-system panel or the grand door prize of an all-expense-paid, two-week trip to Havana for two that packed the house.

Incidentally, the above-mentioned grand prize went to Abraham W. Fine of Fine Cleaners, Rye, New York.

Sunday's guest speaker was Dr. George D. Heaton, member of the North Carolina Board of Arbitration, who spoke on "A New Dimension in Business." The new dimension according to Dr. Heaton, is: "There can be no such thing as good scientific management without good human relations." And he outlined a simple program stressing the importance of good leadership, the necessity of adequate communication, and ending with methods of molding employee attitudes.

The panel of three NID staff members was assigned to the task of taking "A New Look at the Charged System of Drycleaning." Clarence G. Pierce reported on a survey of profit-and-loss trends as developed in plants using the system; George P. Fulton, NID Director of Research, presented the results of the new bundle-testing service and presented charts to show how clean the system cleans. John Ireland, supervisor of general course instruction, suggested ways to make it work better.

The talks generated quite a bit of interest at the afternoon forum. A standing-room-only crowd turned up to pose such questions as: Which is better—conductivity control or RH control? Is the 4 percent charge in a one-bath system satisfactory? Do you need a still with the 4 percent charge

Duncan and Prather Elected

By unanimous vote of the assembled membership Walter R. Duncan of Bornot, Inc., Philadelphia, Pennsylvania, was elected president, and Frank A. Prather of Prather's Dry Cleaning, Fort Myers, Florida, vice-president of the National Institute of Drycleaning.

Four new directors were also chosen for three-year terms: Sam Darko, Darko and Son, Indianapolis, Indiana, in District 4; Thomas Ogden, Spitzer Cleaners, Richmond, Virginia, in District 7; Earl Rush, French Unique Cleaners, Alexandria, Louisiana, in District 9; and W. E. Brasel, Brasel Cleaners, Clinton, Oklahoma, in District 10.

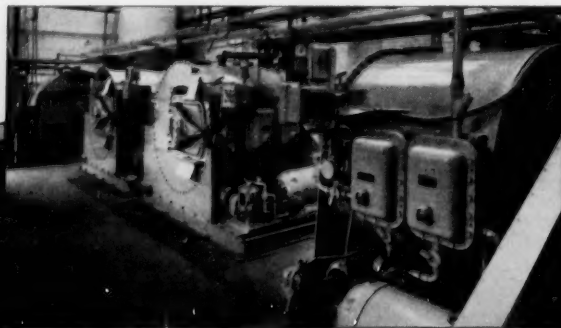
To fill the vacancy created by Frank Prather's nomination for vice-president, Robert Kizer of Asheboro Launderers & Cleaners, Asheboro, North Carolina, was appointed to the board for a one-year term.

Norbert J. Berg remains as general manager and secretary-treasurer.

and what effect does the heat of the solvent have on cleaning?

The forty-fifth annual convention was truly "a capital convention charged with capital ideas." Every effort was made to make the participants as comfortable as possible. Allied tradesmen again turned in their tickets to make additional room for the visiting cleaners (who came from as far away as New Zealand) at all social functions; regular bus service was offered to shuttle the conventioners between the Institute, the Armory and the hotels, and microphones popped up wherever there was any suspicion that the acoustics were bad and someone might miss something. It was also the first time that teleprompters were put to use to aid the speakers in delivering their messages. □□

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Industry in twenty years".**



FISHBURN'S 2 DOUBLE AMERICAN TRUCLEEN UNITS

WORLD'S LARGEST, MOST COMPLETE LINE OF DRY CLEANING AND

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American TRUCLEEN —the Fully-Automatic 2-Bath Unit for use with Super-Strong Soap Solution

Trucleen washes and extracts, rinses and extracts, in one fully-automatic cycle! Both baths are continuously filtered, rinse bath is continuously distilled, giving you properly-conditioned solvent always.

You can clean 3 different types of work at once, over 150 lbs. an hour, you cut spotting and wet

cleaning cost. In space as small as 8 ft. x 16½ ft., you'll turn out exceptional quality cleaning that will build a steady flow of business.

For facts on American Trucleen, the "push button" 2-Bath Dry Cleaning Unit, mail this coupon. No obligation.



You can depend on your American Representative. Rely on his advice in your selection from the complete American Equipment Line he represents. With our many years experience in planning and equipping dry cleaning plants, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.



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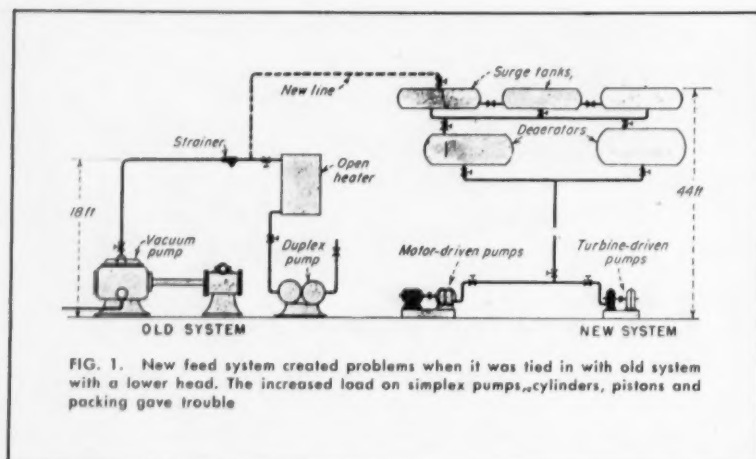
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Engineering Section



Programming— The Surest Way to Better Maintenance

By JOSEPH C. McCABE
Engineering Editor

A LOT OF BRAINS, years of experience, or a good system—any one of these equips a plant engineer to ride herd on boiler-room maintenance. The easiest of the three is a good system.

The simpler the system, you'll find, the better the results. So set up a program like the one outlined on these pages and you're off to a good start. This outline involves keeping only enough in records and notes to give you ready knowledge of your plant's equipment and the job each piece performs. It's the basis of sound judgment for either operation or maintenance.

Set up a file for manufacturers' data on the equipment you have installed

around the laundry. A lot of it you'll need only for major overhaul or replacement work. Some of it you'll want for a guide in establishing operating and preventive-maintenance procedures. Pick this out and work it into special assignments. Still other information, like parts' numbers for rollers, tumblers, boilers, pumps, etc., ought to go on easy-to-get-at cards in an active file that you key to individual equipment records.

These last records should carry nameplate data like operating pressure, size as well as location, service piping and wiring, controls. We've seen one crackerjack idea. It's an equipment log or data book that fea-

tures, for single pieces of equipment, the operating history, costs, repair and maintenance data, even names of mechanics performing repairs, parts replaced, operating time, downtime—in fact, all pertinent information. The man using this log says it's a preventive-maintenance tool. With it he's been able to show how certain instruments and controls can avoid breakdown.

Schematic Drawings: Another mighty helpful record, especially when it comes to trouble shooting on boiler auxiliaries, consists of schematic drawings. If you can go to a file and pull out a sketch, as simple as possible, on how combustion-control equipment works, you can usually tie trouble symptoms to a part of the control. In fact, with this approach you'll find you can develop one of your maintenance crew into a first-class meter man.

But auxiliaries aren't the only part of your power plant that can profit from schematics. Piping and wiring should be included. They serve as a good check point for identifying and correcting persistent troublemakers like poor trap sizing, inadequate valving.

Contract File: A third file setup we've found helpful in a maintenance program is one carrying service and supply contracts and orders. They furnish an excellent guide in figuring expected maintenance costs for budget work, as well as in balancing services supplied against the offer of competitive suppliers.

Operating Routines: One good maintenance lesson you get from long experience is the value of sensible operating routines. We firmly believe that the line between operation and maintenance often doesn't exist at all. Good operation is good maintenance. Daily blowdown of boilers and water tests are one example. Weekly routines, like filling surge tanks, inspecting out-of-service equipment and lifting safety valves; monthly jobs like cleaning sumps, changing crankcase oil; seasonal assignments like draining expired water lines can all be handled by the regular operating force and yet are purely maintenance in nature. (Continued on page 74)



Why risk COSTLY

BREAKDOWNS?

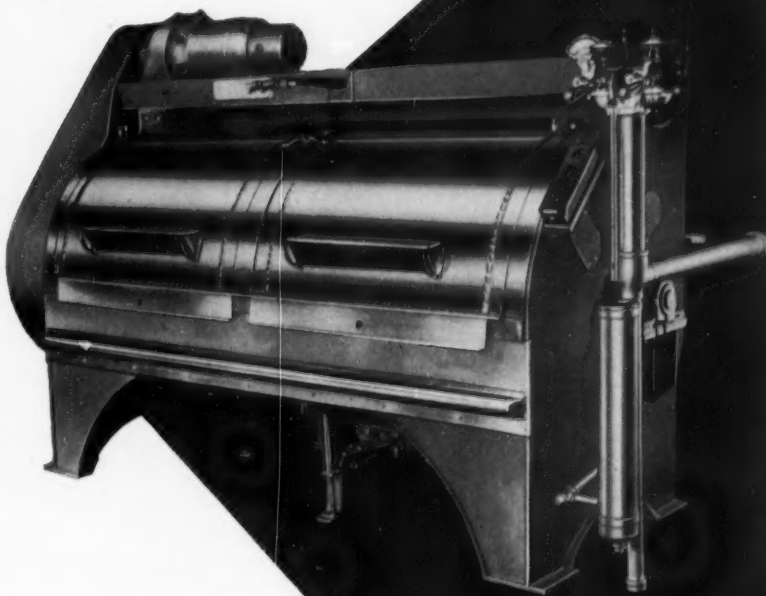
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SIMULTANEOUSLY**

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Because the direct heated water is seldom changed, but circulates continuously, heater and the fast acting Bryan copper tubes last indefinitely. Economy and efficiency are unsurpassed.

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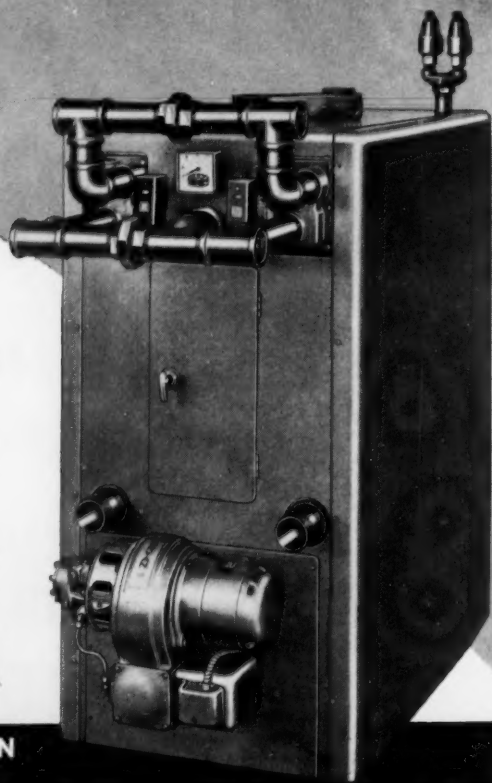
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OIL or GAS
FIRING

BRYAN

Copper Tube Indirect Water Heater

BRYAN STEAM CORPORATION

303 CHILI PIKE, PERU, IND.



(Continued from page 72)

Costs: Just as soon as you can, establish an estimate of the cost of all power services. Put this estimate on a unit-cost basis, such as cents per kw. hr. or B.t.u. or pounds of steam, and then compile some total annual costs. The unit-cost figures let you compare your results with the average in the industry and with past performances. If costs begin to climb, you'll want to be able to give reasons that make sense or put your finger on the major problem. Annual cost figures in the things you take for granted play a large part in your company's profit-and-loss statement.

Inspections: One necessity you've got to accept and almost do yourself; that is, make periodic physical inspections of your plant. Make them thorough, detailed. You'll uncover a lot that needs fixing. Draw up an itinerary; that is, lay out your plant by areas and schedule your inspections, say, once a month. Pull out your equipment cards for the machines you have in each area; familiarize yourself with their data. Then draft an inspection report listing your findings for areas month after month. It will give you a ready check on what's been left un-

done and what progress you're making.

Behind every step you take in the laundry plant, operating or maintenance,

should be the recognition that you're running a service organization. It ought to be apparent in a nice balance between economical operation,

TABLE I—Basic Facts for Good Program Control

RECORDS

Plain or fancy, they're the most essential single prop of a continuing maintenance program. In their barest essentials they should cover all your equipment, prove the basis for alterations or replacements, provide the clincher for any money outlays.

CONTRACT FILES

Properly kept, they are your control over outside equipment or service suppliers. They remember for you where one contractor falls down, another is strong. Often they are potent aids in bargaining and show you as well as the contractors the origin of past errors.

PLANT SCHEMATICS

Simple, single-line drawings that picture the vital lines of service to and through your plant department. They serve as the starting point for employee training, either regular operating or boiler room. What's more, they help you isolate trouble.

OPERATING ROUTINES

Frequently there's no dividing line where operation ends or maintenance begins. Much of your routine maintenance can be made part and parcel of regular operation and logged that way. You'll find it's a sure way of getting jobs done.

INSPECTIONS

Set up a periodic basis with a systematic approach. It's a quick check on maintenance-program effectiveness, overlooked needs, plot of future troubles.

on the one hand, and relative freedom from interruption on the other. Any time you have a breakdown it should be the result of an explainable, calculated risk, like taking a chance with a faulty belt drive to meet a very temporary peak. But to keep running the equipment with a bad belt indefinitely is asking for trouble. Just as sure as shooting, the day you get an unexpected heavy load the belt will fail.

Often when a new man takes over a laundry plant he tends to go head over heels into a fix-up, clean-up program. That's all right for the obvious but be sure any major change is based on the laundry's role as a service organization.

Housekeeping: Many old-timers were champions of the spit-and-polish school of keeping a plant in shape. You can carry this idea too far. If plantowners believe the boiler room, for instance, ought to be a showplace such as you'll find in some dairies, all well and good. But be certain you let the decision be management's. Your prime concern as a plant operator must be service. It's far better to have valves that seat well, steam lines free of water hammer, and ample provision for pipe expansion and contrac-

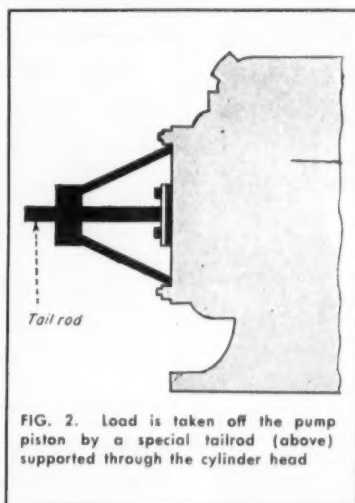


FIG. 2. Load is taken off the pump piston by a special tailrod (above) supported through the cylinder head

tion than to go in for shiny, nickel-plated valve handles and steam-line fittings that have been frozen fast from an unwise paint job.

Table I gives a good summary of the ideas we've tried to put across. Now here is one case history of a plant where a scheduled maintenance and inspection program produced lasting benefits.

This plant had an old water-pump-

ing system with a simplex vacuum pump, an open heater and a plunger, outside-packed duplex pump (Fig. 1). The owners were a little afraid that the system was about run out and went ahead on a plan to improve the whole water feed system. The new system involved first a small deaerator and a larger one later, with both turbine-driven and electric motor-driven pumps (Fig. 1).

The idea was to add a new receiver tank and pump to send water up to the surge tanks. But the plant man

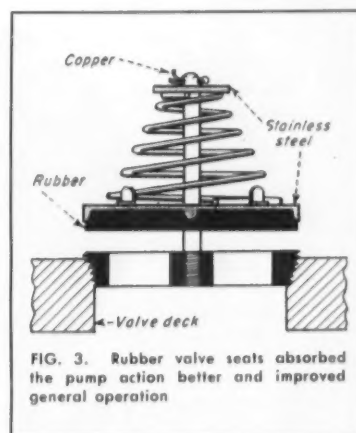
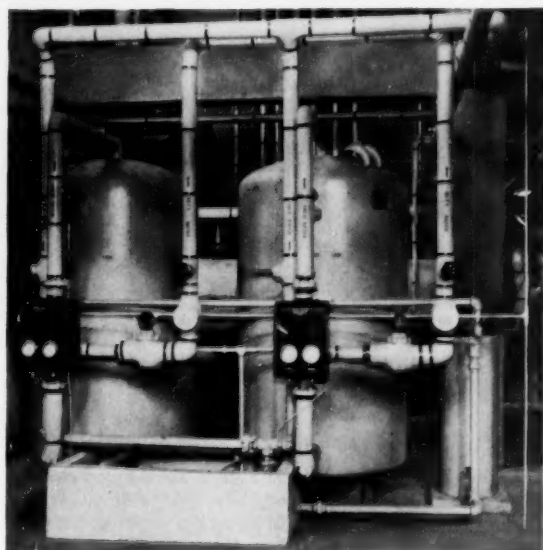


FIG. 3. Rubber valve seats absorbed the pump action better and improved general operation



A TYPICAL INVERSAND SOFTENER INSTALLATION WITH MANY ADVANTAGES

- A - Requires only 100 sq. ft. floor area.
- B - Provides flow rate of 20,000 G. P. H.
- C - Continuous operation.
- D - Provides capacity of 200,000 gals. per regeneration, basis 10 grain water.
- E - Uses only 3 lbs. salt per 1000 gals. soft water.
- F - Manual operation by multiport valves, convertible later to automatic at about 13% extra cost.
- G - Produces crystal clear 100% SOFT water.
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BULLETIN IS-1
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New **Nicholson Steam Traps for Laundries**

Send for Bulletin 351

This new Nicholson trap was designed for laundries, dry cleaners and other users of small equipment. Type D effects the same faster heat-up, and the higher and more even temperatures which have made Nicholson's larger-size thermostatic units among the most widely adopted traps in industry. For ironers, presses, dryers, water heaters, space heaters. $\frac{1}{4}$ " to $\frac{3}{4}$ " press. to 200 lbs.



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Have you checked your water softener lately? Chances are it needs additional zeolite—maybe an entire new refill.

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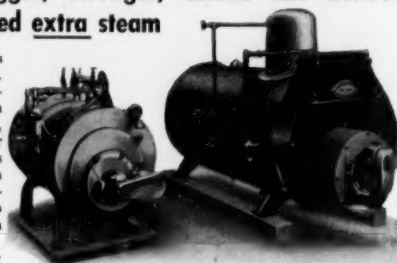
All types available for immediate delivery—all priced right. Let us quote on your requirements. **Elgin-Refinite**, Div. of Elgin Softener Corporation, 150 North Grove Avenue, Elgin, Illinois.

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Both of these boilers are rated at 20 H.P. The smaller "package-type" boiler can deliver only 20 H.P., while the larger Leffel easily operates at 50% above its rating, and in emergencies, delivers up to 40 H.P. with safety.

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THE JAMES LEFFEL & CO.
DEPT. L SPRINGFIELD, OHIO

felt the old vacuum pump could do the job with only a slight loss in vacuum. He was right except that periodic inspection showed he was headed for brand-new troubles from this change.

Because of the greater head, the vacuum piston was pushing harder against the sides of the water-cylinder lining. That increased the wear on the packing, a fact which caught the plant man's eye since he had to repack so much more. The bronze sleeve where the piston rod moved in was bound to suffer.

The solution worked out was an ingenious one. The piston rod was pulled out and a new one made with a long tail (Fig. 2). Then an angle tail piece like that shown in Fig. 2 was built to support the bronze bushing. A packing gland was worked into the rear head, making this a balanced-piston pump. The result has been a good vacuum and the ability to lift water 44 feet (Fig. 1).

But to further increase the efficiency, rubber valve seats were tried to decrease wear and increase pumping. Hard rubber broke and chipped and carried valve pieces up as far as the deaerator and even into the automatic control valve. This valve trouble was spotted early and as soon as

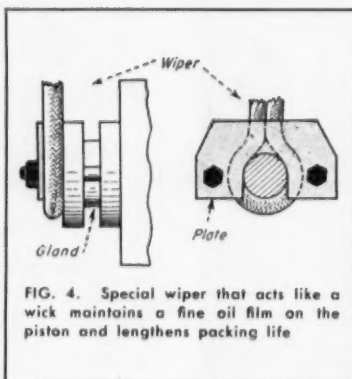


FIG. 4. Special wiper that acts like a wick maintains a fine oil film on the piston and lengthens packing life

the plant could shut down, the valve was pulled apart and the trouble source revealed. Soft rubber valve seats (Fig. 3) solved the problem.

By the way, that stainless-steel retaining dish shown in Fig. 3 scared us when we first heard of this story and we checked back on costs. The plant man tells us he made it up from scraps from old kitchen tables. The cotter pins (Fig. 3) are copper to resist corrosion of the returned condensate.

Incidentally, the plant man told us he'd stolen an old railroad and marine idea for this pump. It's a wiper

on the piston rod (Fig. 4). The wicks are the type you find on construction flares. They are about $\frac{3}{4}$ inch thick and 12 inches long and can be cut to make several wipers.

By using a plate cut as shown in Fig. 4 and locking it between packing stud nuts with other nuts in the outside, the wiper is held close to the piston at the packing gland. A mineral oil soaked into the wick has lengthened the life of packing three-fold. This means less packing, less labor, and less shut-down time than ever before. □□

Flexible Hose Solves Piping Problem

A small centrifugal pump driven by a 15-hp. motor kept breaking down because its intake pipe could never be aligned just right with the pump intake. The pump had a little vibration tendency that the plant operators could never clear up and the intake pipe had to absorb the vibration. After a time it would snap from the stresses set up in it.

Finally the operators came across a suction hose built to withstand pump pressure. They put a section in between the water pipe and the pump intake. They report no more troubles.

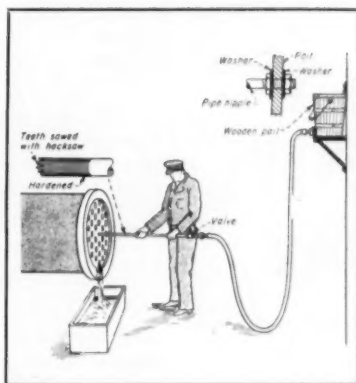
Acid Cleaning of Scale

Engineering Editor: We've been having some troubles with scale on the inside of water heaters. A friend of ours told us the surest, easiest way of cleaning this scale was to wash it off with acid.

In fact, he gave us the accompanying sketch and claims it works wonders in his plant. What has been your experience?—H. N.

Acid cleaning certainly does a marvelous job. But it is nothing to fool around with if you don't know what you're doing. To begin with, acid will attack metal unless you take steps to "inhibit"; that is, curb this vigorous attack. An acid so treated is called an inhibited acid. A properly inhibited acid can be used safely. Usually inhibited hydrochloric acid is the choice for this type of work; then, after cleaning is over, a very heavy flush water is played over the cleaned surface.

The simple acid feed system shown in the sketch uses a 16-quart wooden pail with a hole drilled in its side near the bottom. A long threaded nipple has been screwed into this hole and fastened securely by sliding close-fitting flat metal washers over each end of the nipple. Then with elec-



trician's lock nuts the washers were forced tightly against the side of the pail. Hot pitch or asphalt was applied as a coating for the inside of the pail.

The acid pail then hangs from a hook on the ceiling or from the wall as shown. A hose connects the pail with a $\frac{3}{8}$ -inch standard black pipe made up as a lance.

If you'd like to know how to make up a lance suitable for this job here is how you go about it. For $\frac{3}{4}$ -inch tubes take a $\frac{3}{8}$ -inch standard black pipe, 2 feet longer than the tubes. With a hacksaw, cut teeth in one end as shown in the sketch and then thread the opposite end.

Next, case-harden the steel. You do this by heating the metal red hot with an acetylene torch for a distance of 2 inches. Shut off the oxygen and use a pure acetylene flame that will cover the glowing metal with a fine layer of carbon soot. Before the pipe loses its red color, quench in water.

The pipe can now be threaded into a $\frac{3}{8}$ -inch brass globe-valve, having a composition rubber seat. To the opposite side of the valve assemble a 6-inch nipple and union and follow it up with a short nipple, reduced to fit inside a $\frac{1}{4}$ -inch rubber hose.

Watch Light Metal Ladders

Alloys of magnesium and aluminum are light and make dandy ladders, but these require some precautions. When they are overloaded, unlike a wooden ladder that breaks suddenly, you get a deflection or bending that should warn you of trouble.

These ladders do show up with burrs and sharp edges on the side rails. And some have soft metal rivets that will shear off under load.

Whatever you do, keep these ladders away from electricity. They are excellent carriers of current.



ANOTHER LAUNDRY SAVES WITH WHITLOCK

OPEN TYPE PREHEATER CUTS FUEL COSTS AT BEST WAY LAUNDRY SERVICE, INC.

LaGrange, Ill. Four months of actual operating experience have proved the efficiency of the Whitlock Open Type Preheater at this recently completed laundry. W. Marlan Smith, Sec'y-Treas., reports: "We have had by actual test an average temperature rise of 59.5°. This, of course, has had a very desirable effect on our fuel costs."

Every installation of Whitlock Preheaters and Storage Water Heaters benefits from the hundreds of successful Whitlock installations in laundry and cleaning establishments throughout the country. Practical on-the-job experience plus careful Whitlock engineering are your guarantee that the Whitlock System will live up to expectations. May we help you with your requirements? Write for Bulletin 51 or ask for data and recommendations.

THE WHITLOCK MANUFACTURING COMPANY

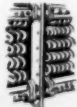
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WHY MORE LAUNDRIES CHOOSE WHITLOCK PREHEATERS



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(2) Cast bronze headers.



(3) Adjustable jack screws for easy leveling.



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PHONE LA GRANGE 2200
LAUNDRY SERVICE, INC.

The Whitlock Manufacturing Co.,
37 W. Madison St.,
Chicago 5, Illinois.

ATT: Mr. Kenneth L. Hesse

Dear Mr. Hesse:

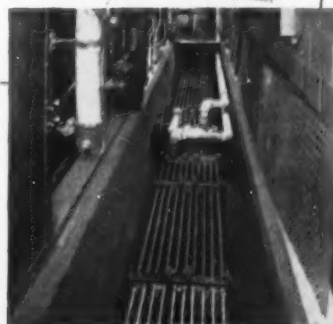
We have now been in operation in our new plant for a period of four months and I would like to take this opportunity to express my satisfaction with the operation of the WHITLOCK Preheater that was installed during construction.

Over the period of time mentioned we have had by actual test an average temperature rise of 59.5 degrees. This, of course, has had a very desirable effect on our fuel costs.

The guarantee made for your equipment at the time of purchase have not only been verified but exceeded and in addition water system have been of invaluable help. We heartily recommend the WHITLOCK Preheater for use in any laundry where applicable.

Very truly yours,

Kenneth L. Hesse, Sec'y-Treas.



NEW PRODUCTS and LITERATURE

Conveyor Featured by U. S. Spring & Bumper



Chainveyor, manufactured by United States Spring & Bumper Co., is a new low-cost, light-capacity, completely enclosed overhead conveyor system with many features that make it adaptable to laundry and dry-cleaning production.

The track consists of a 1½-inch-outside-diameter tube with a ¾-inch opening for cleanliness. The chain is full ball bearing with pendants on 6-inch centers. Capacity is 60 pounds per foot. All curves have a 15-inch inside radius, providing flexibility and making it practical to take work directly to the operator. The chain and curves are treated to "file hardness" to insure resistance to wear. According to the manufacturer, the

power drive is simple and rugged, driven by fractional horsepower motor. Tubing is used for the track to reduce weight and bulk.

Two types of Chainveyor are available—continuous power driven and the "pusher" or manually operated type. Both are operated independently or they can be combined to provide movement of work which can automatically be diverted through use of switches and turntables for intermittent operations, such as sorting or storage.

A 12-page booklet describing this product is available from the manufacturer at Box 2475 Terminal Annex, Los Angeles 54, Calif.

Hoffman Features New Drive on Washers



A newly designed quieter drive, consisting of a combination of V-belt and spur gears, has been developed for U. S. Hoffman Machinery Corporation's 30-inch Junior stainless-steel washer.

The washer is intended for small institutions with moderate daily work loads or as an auxiliary or "pony" washer to handle small lots, re-runs or special loads.

With the new drive, the heavy-duty washer will now give extended noise-free, de-

pendable service, according to Hoffman. The drive for the company's 24-inch model has also been revamped and now operates by a combination of spur gears and roller chains.

Standard safety features on both models include electrical interlocks to prevent accidental starting when the washer door is open, and fully enclosed guards on all exposed parts of the drive mechanism.

Sales Promotion Plan Offered by Ron-Co

The Keep Clean Chart Club, a sales promotion plan, has been introduced by Ron-Co Associates, 409 Petroleum Building, Edmonton, Canada. With this campaign launderers and cleaners can give customers' and prospective customers' children Keep Clean Charts with spaces for the youngsters to check and keep a record of health habits, such as neat dressing, washing, tidiness, sleeping and eating.

Designed as a door opener, the plan is based on the premise that children influence the buying habits of their parents. It aims to win the friendship of the child and the confidence of the parent.

A sales kit containing necessary materials is available from Ron-Co. The materials are: 1,000 Keep Clean Charts; supply of gold or silver stars (given to the children for merit); instructions for routemen and branch offices on how to use the charts; spot announcements for use on local radio stations; newspaper mats; contest ideas based on the Keep Clean Club plan; suggestions on how to organize a local club, and an exclusive rights agreement.

All-Steel Framed Baskets



The Cottonblossom laundry baskets, trucks and hampers recently introduced by Southern Mills, Inc., Atlanta, are the only carriers in the industry made with all-steel frames, according to the manufacturer. These are

of high carbon, spring steel throughout. There is no wood to split or splinter, which reduces repairs and makes for economy, reports Southern Mills. "Baked on" gray enamel prevents rust. All casters are securely fastened with heavy stove bolts and lock washers.

New YellowGo Bottle



As an aid in removing small dye stains, button rings, black buckram, red clay, and residue of lipstick and ink stains, A. L. Wilson Chemical Co., Kearny, N. J., has developed a new spotting bottle to facilitate use of its YellowGo liquid stripper on the board.

The 4-ounce bottle, which is designed with a medicine-dropper screw cap, is imprinted with red and white ceramic inks. Instructions for preparing the spotting solution, including measuring marks that guide the user in mixing the right proportions of YellowGo and tap water, are shown on the bottle.

Users of YellowGo may obtain the new bottle free of charge, according to Wilson, from its field representatives and jobbers.

New P & G Washing System

The Bulk Soap Sales Department of Procter & Gamble has released a folder describing Matched-Team-Detergency, a new system of washing, and the benefits to be derived from its use.

This new system takes advantage of Cross-Fire cleaning action, the result of the combined dirt-removing power of two basic types of cleaning agents—a properly built soap and a complete synthetic detergent specifically designed for high temperature washing. Cross-Fire cleaning action is de-

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TRADE MARK
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To our friends in the industry:

This year we are proud to celebrate the 50th Anniversary of the founding of our Company. We are using this space, ordinarily devoted to our advertising, to express a tremendous amount of pride and gratitude.

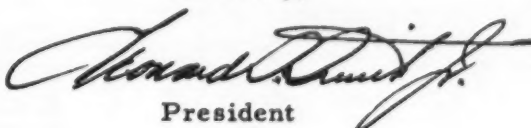
During these 50 years, our Company has never aspired to physical bigness. We have never tried to build our products down to a price. We have consistently strived toward a quality standard that is respected throughout the world.

We are sincerely grateful for the associations that we have enjoyed with the laundry and dry cleaning industries over these years.

Only through your consistent acceptance and use of our products have we been able to develop faster and more accurate methods of laundry and dry cleaning identification, conveyors, and related items.

Thank you for the privilege of doing business with you.

Sincerely,



President





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Nothing pleases customers more than the smooth, fine finish which Asbeston gives to all your flatwork. It's a specially treated asbestos fabric that won't hold steam or get soggy.

So Asbeston irons faster, better. It helps prevent wrinkling, gathering, and costly reruns for more efficient flatwork production.

Saves money, too. Made of natural asbestos fibers, Asbeston resists scorching and weakening — lasts far longer than ordinary covers. So it keeps your ironers on the job—cuts down on frequent replacement costs and non-productive down-time.

Yes, for customer-satisfaction and true ironing efficiency, you'll find nothing's as good as Asbeston. Write today for names of fabricators.

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UNITED STATES RUBBER COMPANY



Textile Division
UNITED STATES RUBBER COMPANY
1230 Avenue of the Americas
Rockefeller Center, New York 20, N. Y.

signed to give increased soil removal, greater soil suspension and higher whiteness maintenance.

The manufacturer reports that the unique rinsing characteristics of Matched-Team-Detergency make it possible to reduce the number of rinses required, giving increased production and reducing over-all washing costs.

A copy of the folder describing the process can be obtained from the Procter & Gamble Distributing Company, Bulk Soap Sales Department, P. O. Box 599, Cincinnati 1, Ohio.

Philadelphia Quartz Folders

Philadelphia Quartz Company has released a folder describing its product, Metso Granular, hydrated sodium metasilicate. This white granular product is a soap builder of medium alkalinity for family classifications. Directions are included for making stock soap solutions and for use on the break either dry or in solution. As an aid to laundry personnel, the company's series "Question and Answer Book of Washroom Practice" is offered.

The folders are available to laundry personnel from the company's general offices, Public Ledger Building, Philadelphia 6, Pa.

Water-Test Kit Introduced



Field tests of water hardness sensitive to one grain per gallon (17.1 parts per million) require only a minute with a new Speedy-Kit, according to Calgon, Inc., and Hagan Corporation, introducers of the product.

A sample of water is measured into a marked glass vial; two drops of Solution A are added from a bottle, turning the water red. Then solution B from a second bottle is added, one drop at a time, until the red color changes to blue. Each drop of Solution B that is necessary represents one grain per gallon of hardness, such as calcium carbonate.

The method employed in the use of this kit represents a simplification of water-test procedures based on Schwarzenbach methods. The simplified test is expected to be of special value to laundries.

Of pocket size, the Speedy-Kit contains a water-resistant instruction card secured on the lid of its plastic container. The kit contains enough reagents for 50 to 100 tests, depending on water hardness.

Bulletin 5RE54 contains complete details. It is available from Calgon, Inc., Hagan Building, Pittsburgh, Pa.; Hagan Corporation, 323 Fourth Ave., Pittsburgh, or from Calgon or Hagan representatives.

Hoffman Press Features Air-Hydraulic Power



U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York, N. Y., has introduced a new combination air-hydraulic power utility press, the Aero-draulic.

The press, according to Hoffman, can supply any degree of working pressure required for different fabrics. The Aero-draulic mechanism allows the presser to select and apply pressures ranging from contact to heavy by manipulating a hand lever located on the press head. A dial gauge tells the operator the direct proportion of pressure being applied.

By using air to close the head and controllable hydraulics to apply pressure, the company claims, pressing "feel" is retained. The Aero-draulic is intended to reduce fatigue and at the same time provide flexible pressure control.

In operation, the head of this unit closes when the operator touches the top surface of the plate that extends across the front of the press table. For most fabrics and lays, this pressure is usually sufficient. Head steam is applied by the finger-tip valve.

Hydraulic pressure is applied with another fingertip lever; a gauge on top of the press registers the relative amount of force being applied. The press is also equipped with a selector valve that keeps the head under pressure or locks it, as the operator wishes. The usual foot pedals for buck steam and vacuum are supplied with the unit.

For small installations where a central air compressor is not advisable, the Aero-draulic can be furnished with a 110-volt 60-cycle alternating current compressor fitted into the frame of the press.

Hoyt Offers Junior Drier



To meet the demand of automatic laundries and other operations that need a small, ruggedly built, fast drier to handle a large volume of work in a limited space, Hoyt Manufacturing Corp. has introduced the Dryerette, Jr.

Harry Hoyt, president of the company, points out that this unit requires 35 by 31 inches of floor space and has a dry-weight capacity of 16 pounds. According to the manufacturer, the rugged construction of the new unit permits operation on heavy schedules with little or no maintenance.

A feature of the Dryerette, Jr., is a preheater that warms incoming air and makes drying fast and economical. Quick drying is promoted further by a wire-mesh basket, permitting free circulation of warm air. An 8-pound load, dry weight, will dry in about 12 minutes in the Dryerette, Jr., which is orificed at 50,000 B.t.u. The drying cycle for this load, because of the thermostatic control, will consume about 8,300 B.t.u.

A timeclock system that automatically turns on the gas, drive motor and signal light and turns them off when drying is complete is a feature of the new unit. Automatic safety controls are also included.

Further information on the Dryerette, Jr., is available from Hoyt Manufacturing Corp., Westport, Mass.

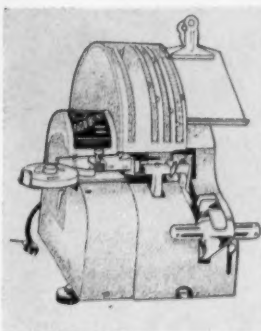
New Marman Soap Offered

Tru-Tone, a recent development of the Marman Soap Co., Milwaukee, Wis., is composed of a low-titer blended soap and cold-water alkalies proportioned to give high soil removal at low operating temperatures. The product is a complete soap of uniform soap and alkali value, blended to prevent separation of the ingredients.

According to the manufacturer, the product has been thoroughly field-tested on wools, silks, colored goods and fugitives. Components of Tru-Tone are balanced to prevent salting or curdling on rinsing, resulting in clear fabrics.

Samples of Tru-Tone for testing purposes are available free from Marman Soap Co., 522 W. Juneau Ave., Milwaukee, Wis.

Tag-O-Lectric Features Automatic Piece Counter



An automatic piece counter is now an integral design feature of the new Tag-O-Lectric, Model PDC.

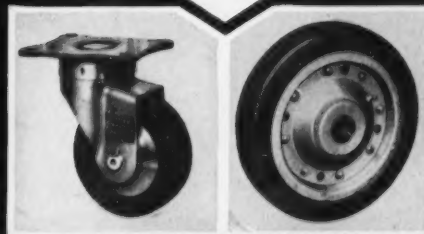
This counting device is simple, positive and visual. The manufacturer reports that it will make mark-in time more productive, because all bundle segregations (shirts, for example) are counted automatically as they are marked. Errors caused by miscounting are eliminated.

The index, set at "0," advances one number with each piece marked, and the total shows on an index strip on the machine. The index can be reset to "0" with one quick motion.

Literature describing this product is available from the manufacturer, Textile Marking Machine Co., Inc., 246 Walton St., Syracuse 2, N. Y.

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NEWS

from the

ALLIED TRADES

Unipress Honors Kwakkernaat for Service



A. J. Kwakkernaat, vice-president of the Unipress Company, Minneapolis, was recently honored for his 25 years of continuous service.

At ceremonies at the firm's office, Ira C. Maxwell, president

and general manager, and W. H. Krussow, secretary-treasurer of Unipress, presented a gold watch to Mr. Kwakkernaat. The photo above shows, left to right: Mr. Krussow, Mr. Kwakkernaat and Mr. Maxwell.

Keever Promotes Allen



ROBERT W. ALLEN

Robert W. Allen has been named assistant manager of the Branded Products Division of The Keever Starch Co., Columbus, Ohio, according to an announcement by James Kurtz, Keever vice-president. Mr. Allen will work closely with Robert Black, manager of the Wheat Products Division.

Mr. Allen first worked in the Keever laboratory while he was a student at Ohio State University. Later he entered commercial laundry work, becoming plant manager of one of the largest laundries in central Ohio. For six years Mr. Allen was factory technician for a leading commercial soap company before he rejoined Keever in 1952.

Revolite Sales Meeting

The national sales force of the Atlas Powder Company's Revolite Division, Stamford, Conn., recently held its annual meeting, directed by William A. Michie, Revolite sales manager, and Wesley I. MacFall, assistant divisional sales manager.

Milton Scowcroft, Raybestos-Manhattan Company, Passaic, N. J., and Charles Pine of U. S. Hoffman Machinery Corp., New York City, were featured speakers. D. J. C. Copps, recently elected vice-president of Atlas Powder, and Granville B. Work, general manager of the company's Stamford operation, also addressed the group, summarizing last year's operation and forecasting increased business for the coming year.

The Revolite Division manufactures a special resin-impregnated laundry-roll cover, used by commercial and institutional laundries. According to Mr. Michie, more than 5,000 Revolite covers are now used in plants that process flatwork in volume.

Atlas Plans Expansion

Atlas Powder Company had record high 1953 sales of \$58,788,148 and is planning a major expansion program in 1954, according to the annual report

to the stockholders of Isaac Fogg, board chairman, and President Ralph K. Gottshall.

Enlargement of activated carbons capacity at the company's Marshall, Tex., plant will cost about \$1,250,000. It is planned to meet the increasing demand for these products, sales of which mounted more than 25 percent last year, according to an Atlas announcement.

Plans are also being made for erection of new Atlas administrative headquarters in Wilmington, Del.

U. S. Spring Names Rauhen

Patrick T. Rauhen, secretary of United States Spring & Bumper Co., Los Angeles, has been elected vice-president by the company's board of directors. Since his graduation from the University of Southern California, where he majored in

industrial management, Mr. Rauhen has been engaged in various phases of the company's manufacturing and sales activities.

Besides manufacturing automotive products, United States Spring & Bumper Co. produces conveyor systems for launderers and drycleaners.

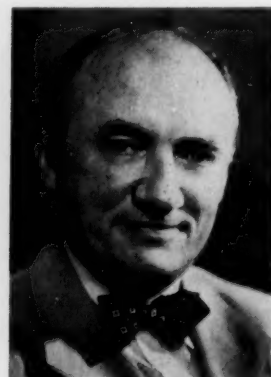
Corn Refiners Represented

R. P. Jurgenson, production manager, Corn Processing Division, Clinton Foods, Inc., Clinton, Iowa, has been appointed to the Committee on Community Safety Programs of the President's Conference on Occupational Safety, according to the Corn Industries Research Foundation. The corn-refining industry is thus represented in this nationwide effort to reduce the number of industrial deaths and injuries.

American Promotes Knowlton; Other Staff Changes



CHARLES O. KNOWLTON



RAYMOND ANTHONY

James M. Garvey, president of The American Laundry Machinery Company, Cincinnati, has announced three changes in the company's executive staff.

Charles O. Knowlton, former vice-president and general sales manager, has been promoted to executive vice-president, a position in which he will assist Mr. Garvey. Joining the company in 1919, Mr. Knowlton has served in both manufacturing and sales departments. After holding positions as manager of the Southwestern division and the New England branch, he was made assistant manager in 1937 and manager in 1944. Since 1950 he has served as vice-president and general sales manager.

At the same time, Mr. Garvey announced that Raymond Anthony will assume the duties of general sales manager. At the time of his promotion, Mr. Anthony, who joined the company



JAMES M. DEWEY

in 1924, was assistant general sales manager. He has also served as sales coordinator for the Drycleaning Division. During World War II he served as an Air Corps officer.

James M. Dewey is the com-

IT HAS EVERYTHING

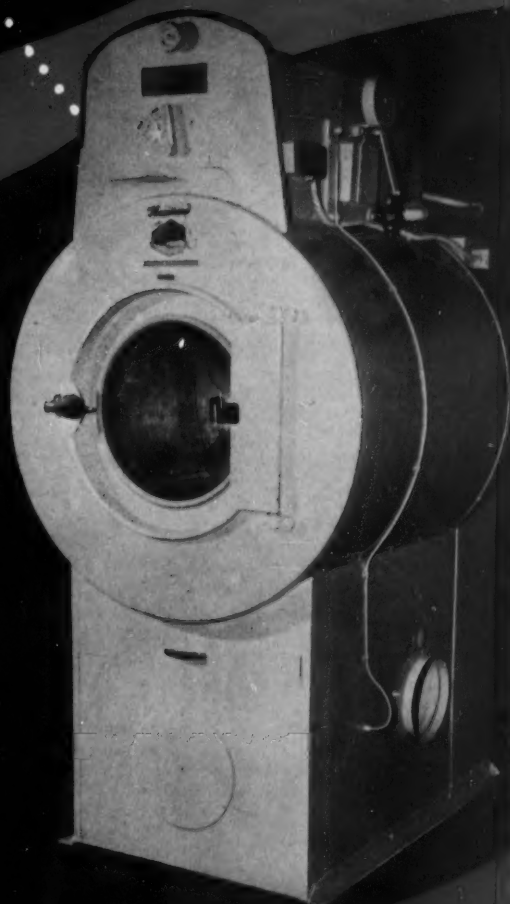
HAMMOND 36X30 TUMBLER

ADVANCED DESIGN...
*for increased pro-
duction!*

STURDY
CONSTRUCTION...
*years of faithful
service.*

STREAMLINED
BEAUTY...
*an "interior deco-
rator"*

LOW COST OPERATION
AND MAINTENANCE...
*more profit dollars
for you!*



SPECIFICATIONS

Cylinder size—36" x 30"

Capacity—40 lbs.

Door Interlock

Shipping Weight—940 lbs.

Motor Size— $\frac{1}{2}$ h. p.

Glass Door Port

Slam-type Door Latch

Dimensions:

Height—79"

Width—38"

Front to Back—46"



Hammond
LAUNDRY-CLEANING MACHINERY CO.

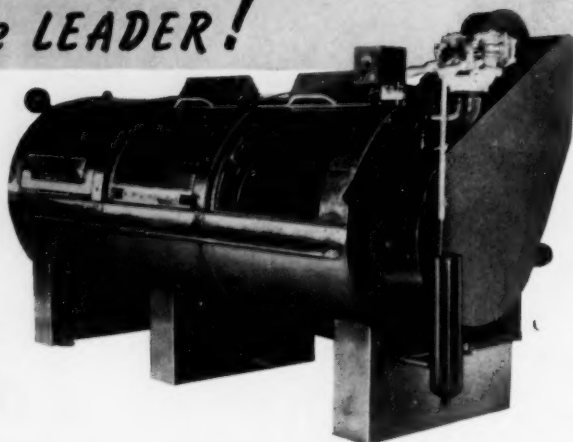


33 OUTSTANDING FEATURES make HENRICI the LEADER!

NO OTHER WASHER CAN MATCH THESE 33 HENRICI FEATURES

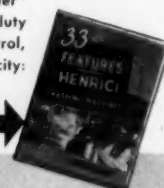
• Flat Sided Cylinder • Great Agitation • Unequaled Supply Intermix • "Dished" Cylinder Heads • "Spray Action" Ribs • "Tumble Barrel" Roll • More Cylinder Perforations • Stainless Steel Construction • Faster Cylinder Speed • "Hypercent" Mixing Chamber* • Full Safety Features • Full Diameter Cylinder Trunnions • Complete Inching Control • Easy Unloading • Individual Replaceability of all Cylinder Parts • Single or Double End Drive • Combination V-Belt and Roller Chain Drive with Full Take-up Features • Special Laundry Reversing Motor with Brake and Unit Control Device • Ball Bearings Throughout • Sliding Shell Door for Each Cylinder Pocket • Solid-Welded Life-Time Leakproof Shell • Extra-Wide Cylinder Doors (choice of sliding or hinged types) • More Lifting Ribs • Right or Left Hand Controls • Self-Cleaning, Easy-to-Get-At "Simplex" Foot Treadle Dump Valve • Wide Supply Traughs • Water Seals on Trunnions • Outboard Bearing Housings • Cylinder Interior Free of Rivet Heads or Welding Seams • Compact Design of External Parts • Water Manifold Full Length of Washer with Inlets for Each Cylinder Pocket • Adjustable Bottom Cylinder Door Stops • Lifting Eyes on Each End of Shell

*NOTE: an exclusive feature of the Henrici "Cyclone" model only



Illustrated is the 42 x 108" Henrici "Cyclone" model Stainless Steel Washer (3 pocket, 3 door) complete with automatic float-type valve, Henrici "Rinsometer" for automatic control of dump valve, heavy-duty reversing-type motor with 2-way push button control, thermometer and steam valve and piping. Capacity: 510 lbs. dry weight.

Send for catalog

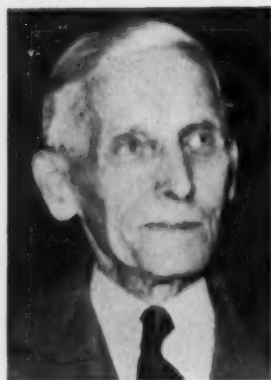


HENRICI

LAUNDRY MACHINERY CO.
12 HENRICI ST., BOSTON 26, MASS.

pany's new assistant general factory manager. He joined American in 1927 as a member of the factory department. At the time of his promotion, Mr. Dewey was production engineer of the general factory department.

Wilson Fieldman Honored



IRVING A. LOUCKS

Irving A. Loucks, a field representative of A. L. Wilson Chemical Co., Kearny, N. J., since 1933, was recently honored at a testimonial dinner given by the company on the occasion of his retirement. At

the dinner John G. Schwarzmenn, president of Wilson, presented Mr. Loucks with a gold wristwatch and the company's employees gave him a savings bond.

An authority on stain removal, Mr. Loucks is widely known to laundymen and cleaners throughout the East. He had been with Hessler's Laundry, Paterson, N. J., for 19 years before he joined Wilson.

Diamond Names Mason

Appointment of Hugh D. Mason to the Southeastern sales staff of Diamond Alkali Company, Cleveland, has been announced by R. B. Perry, Southern branch manager for the chemical manufacturer.

In his new post Mr. Mason will be the firm's sales representative in Alabama for the complete Diamond line of basic chemicals, specialized detergents, custom-compounded cleansers and related products having wide application in the laundry field. Mr. Mason's headquarters will be at 237 Montgomery Lane, Birmingham.

Before joining Diamond, Mr. Mason represented an allied trades firm in a sales capacity.

Callaway Names Felmlee



EDWARD C. FELMLEE

Edward C. Felmlee has been appointed sales representative for the Rockweave Laundry Textile Division of Callaway Mills, Inc., New York, according to an announcement by R. D. Williams, Jr., president.

Mr. Felmlee, who will cover Kentucky, Ohio and Michigan, brings to the Callaway organization many years of practical laundry experience in addition to a knowledge of the use of asbestos and synthetic textile materials gained in previous sales activities.

Calgon Names Tenny



H. H. TENNY

H. H. Tenny has been appointed representative of Calgon products for the laundry industry in the Pacific Coast states and portions of Arizona, Nevada, Idaho and Montana. Mr. Tenny's headquarters will be at 513 Westminster Ave., Alhambra, Calif.

According to J. C. Weithaus, vice-president of Calgon, Inc., Pittsburgh, the appointment was made to provide better field service for commercial and institutional laundries and dry-cleaners in that area.

Meese Holds Annual Sales Meeting

Officials and sales representatives of Meese, Inc., gathered at the company's headquarters in Madison, Ind., recently to discuss plans for 1954 sales and advertising of Shamrock canvas baskets, hampers and trucks.

Shown in the photo above, left to right, are: (back row) William Petway, Southeastern representative; Virgil Hooton, Southwestern representative; Chauncey Lewis and Gene Daniels, Midwestern represen-

tatives; Herva Day, New England and Eastern representative, and Ted Thorsen, New York City.

In the front row are: John Wurtz, purchasing agent; E. W. Meese, secretary and sales manager, Canvas Basket Division; W. G. Harris, president and general manager; David P. Meese, treasurer and sales manager, Insulated Container Division; F. R. Tyroler, New York district sales manager.

Hercules Promotes McConnell, Jervis, Fraser

J. H. Tyler McConnell has been appointed assistant to the president of Hercules Powder Company, Wilmington, Del., according to an announcement by Albert E. Forster, president. Mr. McConnell joined the company's legal department in 1941.

Since 1951, he has been special assistant to the executive committee.

At the same time Mr. Forster announced that Herbert W. Jervis has been named director of the company's traffic department. Assistant director since

1952, Mr. Jervis succeeds Morris W. Sheppard, who is retiring. Alexander W. Fraser will assume the duties of assistant traffic director.

Timken Forms Mexican Firm

The formation of Timken Roller Bearing De Mexico, a company which will handle the sale of products manufactured by The Timken Roller Bearing Company, Canton, Ohio, has been announced. Sales offices and warehouse facilities are in Mexico City. A. E. Porter, who has represented Timken in Mexico for several years, has been appointed manager. He will be aided by four sales engineers.

New International Office

The International Harvester Company, Chicago, has announced the opening of a new motor truck district sales office in the Stanolind Building, Lubbock, Tex.

Duane F. Kuntz, Southwest regional motor truck sales manager, stated that the new sales facilities would serve the approximately 125 International motor truck dealers and four company-owned International motor truck sales branches lo-


cated in western Texas, eastern New Mexico and southwestern Oklahoma.

It was also announced that R. H. White, formerly motor truck district sales manager at Tulsa, Okla., has been appointed manager of the new sales office. He will be assisted by M. S. Howard, former assistant manager of the company's Sweetwater, Tex., district sales office.

Hammond Appoints Johnson

T. BARNES JOHNSON

Roger Conger, president of Hammond Laundry-Cleaning Machinery Company of Waco,



CHAINVEYOR

NEW
LOW COST
completely
enclosed
OVERHEAD
CONVEYOR
of
Revolutionary
Design for
Laundries
and
Dry Cleaners.

Typical laundry installation — 230 ft. long, driven by 1/2 HP motor. Exclusive 15" radius curves bring work directly to operator. Report states this installation increased production with 6 less employees. New catalog gives complete information. Write for it.

Nationally Distributed by
MATHEWS CONVEYER COMPANY
Ellwood City, Pa.
with offices in all principal cities.

We can't adequately describe the advantages of CHAINVEYOR in limited space. Completely enclosed — Simplicity of design — Reduced bulk, weight — 15" radius curves — Full ball bearing chain — Curves, chain scientifically heat-treated to "file hardness" triples life—Lubricated with synthetic substance that positively will not drip — Simple rugged power drive — So easily installed that most buyers do it themselves for a total cost that is most interesting.

Huron's LIFE

campaign boosts laundries' business

• Shirts start and stay looking and feeling like new when a laundry does them.

That's what families in your neighborhood will be reading in *Life* this year. Huron's new consumer campaign explains that laundries are able to do a better job, thanks to special products like Velvet Rainbow Starch.

Velvet Rainbow is the full-bodied starch with extra pliability that helps you do better work—and sell it, too. So tie in with Huron's ready-made merchandising program. Write for details.

VELVET RAINBOW® STARCH

Guaranteed 50% Velvet Wheat

Helps You Do Quality Work—Sell It Too

THE HURON MILLING CO., 9 Park Place, New York 7, N. Y.



United States Spring & Bumper Co.
4951 Alcoa, Box 2475 Terminal Annex
Los Angeles 58, California

LITTLE GIANT

**WATER
SPRAY GUN**
SIMPLER DESIGN
BETTER OPERATION



**ONLY
\$8.50**

F.O.B. DENVER

Complete with strainers,
hose and suspension
spring.

WRITE FOR
LITERATURE

- Fewer troublesome parts to get out of order.
- Non-corrosive; all brass, nickel plated.
- Improved spray; non-drip.
- Lightweight gun 5 oz.; hose 5 oz.
- Connect directly to water supply line or Little Giant Steam Condenser; operates on any pressure from 40 to 150 lbs. without adjustment.
- Used and approved in hundreds of plants.

CONSULT YOUR DEALER OR WRITE
STEBBINS MFG & SUPPLY CO.

1735 BLAKE STREET

DENVER 2, COLORADO

56 Years Service to Laundries

PROVIDING

Indelible Inks
Linen Markers

Metal Dies
Pens

**EVERYTHING FOR SUPERIOR
Marking of Linens, Uniforms**

Write for free booklet "Avoid Linen Losses"



Camelforms

CUT COSTS ON LAUNDRY PACKAGING

For more than fifteen years leading laundries have found CAMELFORMS the • Most economical • Most practical • Quickest set-up method for laundry packaging. Your cost will be about one-half of what it is with any other method of packaging. Write for samples and prices. WRITE DEPT. A-3

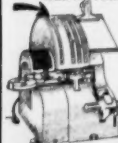
Campbell

BOX AND TAG COMPANY

Main and Guide Streets, South Bend 23, Ind.

TAG-O-LECTRIC

With AUTOMATIC PIECE COUNTER



Makes, marks, power staples temporary identification tags and counts pieces in one operation. Selective single or double stapling. Models adaptable to all laundries and cleaning plants. PATENTS ISSUED OR PENDING



RIBBON-RITE

MARKING MACHINE

Clean, sharp, indelible ribbonized marking. No inking grief. Always ready for use.

TAG-O-MATIC

The economy machine for cleaners. Makes, marks and sticks tags. LIKE tags for all orders.

No waste, no loose tags. Makes tags up to 10 characters.



Genuine TAG-O-LECTRIC FIBEROLL

The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. No. 1 and No. 1 1/2 sizes.



Genuine TAG-O-LECTRIC STAPLES

Rust-resistant or rust proof. Made for power, precision stapling.

Write for Free Booklets on TEMPORARY IDENTIFICATION

TEXTILE MARKING MACHINE CO., Inc.

246 WALTON ST.
SYRACUSE 2, N. Y.

Tex., has announced the appointment of T. Barnes Johnson as the new district factory representative for the company's Houston-Gulf Coast area.

Mr. Johnson has been in the laundry and cleaning fields for

more than 30 years and has served with several major companies during this time, gaining experience in plant layouts and equipment needs for large and small power laundries and dry-cleaning plants.

Wyandotte Announces New West Coast Plant



Robert B. Semple, president of Wyandotte Chemicals Corporation, Wyandotte, Mich., has announced that construction has begun on a new plant at Los Nietos, Calif., near Los Angeles.

Production in the new plant is scheduled for August, according to Ford Ballantyne, Jr., vice-president and general man-

ager of the J. B. Ford Division of Wyandotte. At that time manufacturing in the present Wyandotte plant on College St., Los Angeles, will be discontinued. Materials for laundering as well as a complete line of public sanitation, maintenance cleaning and germicidal products will be produced in the new plant.

Cowles Names Two Technical Men



FRANCIS DUSEK



CLIFFORD D. PHILIP

Francis Dusek has been appointed technical man by Cowles Chemical Company, Cleveland. He will service eastern Pennsylvania, southern New

Jersey, Delaware and eastern Maryland, replacing Samuel E. Kirk, who has left Cowles to operate his own laundry.

Clifford D. Philip succeeds

John Jordan as technical man seven years he has been selling in the Baltimore, District of Columbia territory. For the past and servicing laundry equipment in the Western states.

Tingue, Brown Sales Staff Additions



JOHN R. FARRELL



CURTIS WOOD

Three men have been added to the sales force of Tingue, Brown & Co., New York.

John R. Farrell, who recently joined the firm, has been appointed flatwork ironer sales engineer for the Eastern district. He has had many years of experience in the laundry industry. The firm's Atlanta office announces that Curtis Wood will be its representative in Oklahoma and northern Texas. Mr. Wood attended the University of Georgia. Hugh Hunter, who will handle North and South Carolina, has been with the company for nine years.



HUGH HUNTER

Western Laundry Offers Course



Peter Ash, sales engineer, Excel Laundry Machine Company, Brooklyn, N. Y., has completed a two-week course at the factory

of Western Laundry Press Company, Salt Lake City, Utah, manufacturer of Ajax laundry presses.

The course is being offered to attract young men into the industry. It includes instruction on new methods and processes for modern finishing and direction of plant operations with particular emphasis on time and motion studies. Western plans to continue the course to keep laundrymen informed of new improvements and developments in the industry.

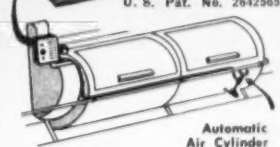
Mr. Ash (left in photograph) received a certificate from George L. Strike (right), director of consumer relations for Western.

Illinois Elects President

W. J. Kirchberg of the Freeport (Ill.) Sanitary Laundry was elected president of the Illinois Laundry Association at its December 4 meeting in Chicago, when the 1953 and 1954 board of directors of the Association met.



U. S. Pat. No. 2642565



Automatic Air Cylinder

LIKE AN ELECTRONIC BRAIN . . .

FORMULA CONTROL

prevents Human Error in your Washroom

* No guessing, no repeats, no skipped operations . . . with Formula Control. Audible and visible signals command operator-attention. After each operation Formula Control automatically opens the dump valve . . . closes it again before refill. Washman merely resets the Control according to your formula.

**SAVES TIME AND MONEY
INCREASES PRODUCTION AND PROFITS**

Complete, only \$165 F.O.B. Chicago

Air Filter Included

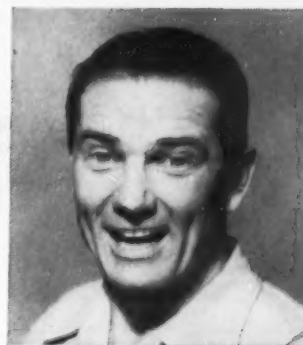
See your jobber or write for Free Demonstration

FORMULA CONTROLS, Inc.

612 W. 26TH STREET • CHICAGO 16, ILLINOIS

"Did you
see Huron's
LIFE ad?"

asks Eastern
laundry owner



• "Sure makes a good pitch for sending shirts to us, doesn't it? We need more promotions like it—and Huron's keeping the pressure on, too.

"I'm sure glad I stuck to Velvet Rainbow starch all these years. Looks like Huron is just as good at making sales for professional laundries as they are at starch."

Right you are, Mr. Laundry Owner. Huron is carrying the ball in a well-planned campaign to help you sell more of your services. Be sure to ask your distributor salesman how you can take advantage of Huron's free package of tie-in promotion material—ad mats, radio transcriptions, window displays, etc.

VELVET RAINBOW® STARCH

Guaranteed 50% Velvet Wheat

Helps You Do Quality Work—Sell It Too

THE HURON MILLING CO., 9 Park Place, New York 7, N. Y.

Managers who know better value



specify

DANDEX

canvas trucks

baskets, hampers, extractor covers & bags

from their dealers!

C. R. DANIELS, INC.

Daniels, Md.

75 West Street, New York 6, N. Y.
549 W. Randolph St., Chicago 6, Ill.

LAUNDRY MARKING PEN
used by
LEADING LAUNDRIES and DRY CLEANERS

- BLACK, INDELIBLE INK
- GREATER INK SUPPLY
- WON'T WASH OUT
- WON'T DRY OUT
- DARKER, CLEARER MARKINGS
- WRITES SMOOTHLY ON FABRIC OR PAPER
- DISPOSABLE... NO REFILLS

STOP HUNTING FOR FUGITIVES AND STRAYS!

Thru your Jobber or write direct giving Jobber's name.
SAMUEL TAUBMAN & CO., 1 West 34th St., Dept. S, New York 1, N. Y.

39c

329
6 1/2" LONG

BOCK EXTRACTOR

Insist On A Bock and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

NEW! FOR PACKAGE UNIT LAUNDRIES
Key-Tag's Model A-15
FLAG CHECKING SYSTEM

3-WAY CHECK!
1 BY COLOR
2 BY NUMBER
3 MECHANICAL CODE LOCK MAKES MISTAKES IMPOSSIBLE

- faster handling
- no "human error"
- use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM
WRITE TODAY FOR FREE FOLDER

KEY-TAG CHECKING SYSTEM CO.
6505 HOUGH AVE., CLEVELAND 3, OHIO

Convention Calendar

Texas Laundry & Dry Cleaning Association
Driskill Hotel
Austin, Texas
March 25-26, 1954

North Carolina Association of Launderers and Cleaners, Inc.
Battery Park Hotel
Asheville, North Carolina
April 7-8, 1954

Massachusetts Laundryowners' Association, Inc.
Hotel Statler
Boston, Massachusetts
April 9-10, 1954

Ohio Laundryowners Association
Leland Mansfield Hotel
Mansfield, Ohio
April 22-23, 1954

North Dakota State Laundryowners
Graver Hotel
 Fargo, North Dakota
April 23-25, 1954

Laundry & Cleaners Allied Trades Association and Laundry and Dry Cleaners Machinery Manufacturers Association
Broadmoor Hotel
Colorado Springs, Colorado
April 27-30, 1954

Linen Supply Association of America
Edgewater Beach Hotel
Chicago, Illinois
April 29-May 1, 1954

Pennsylvania Laundryowners Association
Traymore Hotel
Atlantic City, New Jersey
April 29-May 1, 1954

New York State Laundryowners' Association, Inc.
Sheraton Hotel
Rochester, New York
May 6-8, 1954

**Lower
COST—
Longer
LIFE!**

MEYERCORD DECAL TRUCK SIGNS



FREE!

Request your FREE copy (on your company letterhead) of "Ads on Wheels" ... write today.



First on the trucks ... first for the truckers

Through rain, sleet, dust ... year after year ... MEYERCORD decal truck signs help boost your business and promote good will. MEYERCORD decal signs assure absolute uniformity ... they batter down costs by eliminating costly sign painting lay-up time. Investigate the many money saving advantages of MEYERCORD decal truck signs.

THE MEYERCORD CO.

World's Largest Decalcomania Manufacturers

Dept. R-517, 5323 W. Lake Street, Chicago 44, Ill.

Connecticut Launderers & Cleaners Association, Inc.
Hotel Bond
Hartford, Connecticut
May 7-8, 1954

Laundryowners and Dry Cleaners Association of
Montana, Southern Alberta and Northern Wyoming
Hotel Florence
Missoula, Montana
May 7-8, 1954

New Hampshire Laundry and Dry Cleaners Association
Hotel Moody
Claremont, New Hampshire
May 8, 1954

Maryland, District of Columbia & Virginia
Laundryowners' Association
Chamberlain Hotel
Old Point Comfort, Virginia
May 9-11, 1954

Pacific Northwest Launderers and Dry Cleaners
Ridpath Hotel
Spokane, Washington
May 13-15, 1954

Canadian Research Institute of Launderers
and Cleaners
Windsor Hotel
Montreal, Quebec
May 13-15, 1954

Mountain States Cleaners Association and
Mountain States Laundry Association
Cosmopolitan Hotel
Denver, Colorado
May 13-15, 1954

Oregon State Laundryowners Association
Senator Hotel
Salem, Oregon
May 21-22, 1954

California Laundryowners Association, Inc.
Hotel Del Coronado
San Diego, California
June 10-12, 1954

Make ANY HOTHEAD ... in just press a ... 16 seconds

Every press in your plant can now do double duty—Regular pressing and hothead pressing—switch from one to the other and back again in a matter of seconds. No need for special machinery—just flick a new GROSS STAR HOTHEAD GRID PLATE on your press—handle hard-to-finish cottons, suedes, etc. Zip it off and put on a regular Gross Star Grid Plate for woollens, silks and general pressing. Finish EVERYTHING in the plant on one press.

Gross Star HOTHEAD solid surface fits all press heads—made



of hard, shiny long-lasting Starium, a special alloy that holds heat, gives a beautiful finish, saves you many dollars in expensive installations for relative pennies.

ASK YOUR JOBBER about Gross Star Hotheads and Gross Star Aluminum Grid Plates.

GROSS STAR



THE All-Aluminum GRID PLATE
that masters ANY fabric

Ask any
Presser

up to 46".....	\$14.85
mushroom.....	11.00
over 46".....	19.25
from your jobber	

GROSS STAR GRID PLATE for Better Pressing.
MFG. BY
L. BEHRENDT CO.
1708 S. STATE ST. CHICAGO 16, ILL. TEL. DANUBE 9-8022

"Huron's new
promotion
is hot stuff!"

says Southern
laundry manager



• "Never saw anything like Huron's new Velvet Rainbow campaign. Seems like practically everybody has seen their Life ads ... and their radio spots are doing a whale of a job for me on our local station."

Thanks for the kind words, Mr. Laundry Manager. Huron's new campaign featuring Life ads is working wonders right now in building business.

There's room for you on this handwagon—check your distributor salesman for free tie-in material.

VELVET RAINBOW® STARCH

Guaranteed 50% Velvet Wheat

Helps You Do Quality Work—Sell It Too

THE HURON MILLING CO., 9 Park Place, New York 7, N. Y.

This TRADE MARK on the Box means *Quality*...

Ask Your Distributor for **BOSTAG MARKING NEEDS**

- Genuine PEERLESS BEACON TAGS
- AB SOCK TAGS • NON X L TAGS
- Korala CUFF FASTENERS
- ACE of SPADES Indelible Ink
- REDUX Indelible Ink Remover
- EZ-OFF Press Cleaner
- Bostag ATTACHING MACHINES for PB and AB Tags

All Fully Guaranteed by
BOSTON CLIP & TAG CO., 48 Grove St., Somerville 44, Mass.

IMPROVED

Nashua Flannel

- ★ GREATER BULK
- ★ ADDED THICKNESS
- ★ SAME FELTED NAP and Snowy White Color

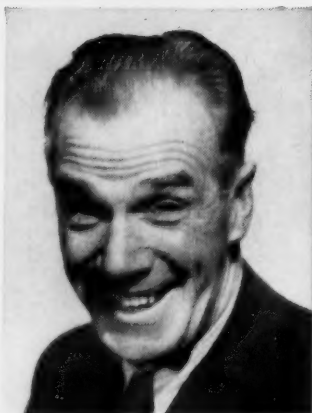
INSIST ON Nashua Flannel
for longer wear and better finishing

Write today for free sample
Sold exclusively through leading jobbers.

Nashua TEXTILE COMPANY, INC.
Mill—Nashua, N. H.
Sales Office—Empire State Building, New York 1, New York

**"It's like
found
money"**

says Northern
laundry operator
about new Huron
campaign



• "Count me in for your free Velvet Rainbow promotion material. I'm in a hurry to tie in with your *Life* ads. People are actually asking me whether I use Velvet Rainbow starch—and I'm mighty glad to be able to say I do."

Huron's hard-hitting new campaign is doing the same thing for laundrymen across the country. They like the free tie-in material Huron supplies—ad mats, counter displays, radio transcriptions. You'll like it too. Phone your Huron distributor salesman today.

VELVET RAINBOW® STARCH

Guaranteed 50% Velvet Wheat

Helps You Do Quality Work—Sell It Too

THE HURON MILLING CO., 9 Park Place, New York 7, N. Y.

Obituaries

Joseph Brunell, 76, proprietor of the Lee (Massachusetts) Steam Laundry since 1916, died recently. Mr. Brunell was a member of the Knights of Columbus and the Lee Fire Department. In 1936 and 1937 he was fire chief.

Besides his wife, Mr. Brunell leaves two sons, a daughter and three grandchildren.

T. Paul Cooke, 47, treasurer of Hafner Home Laundry, Rochester, New York, died last month after a long illness. He is survived by his wife, two sons, two daughters and his parents.

Lloyd J. Duquette, Sanitone engineer for eastern Canada for Sanitone Division of Emery Industries, Inc., Cincinnati, has passed away. Mr. Duquette, who had been connected with the industry for 15 years, worked previously for Vail's Limited and Ottawa Sanitary Laundry. He is survived by his wife and two sons.

E. J. McCormick, 62, president of Stapleton Service Laundry, Staten Island, New York, died on February 24. Mr. McCormick was associated in the laundry establishment, which he founded in 1930, with his brother, Ernest.

Active in civic affairs, Mr. McCormick owned the Staten Island Airport, was a former president of the Staten Island Rotary Club, a former Draft Board chairman and Chamber of Commerce director. He also served as chairman of the Staten Island Committee for Economic Development, as a director of the New York and Richmond Gas Company, and chairman last year of the community committee on behalf of the United Jewish Appeal.

Survivors are his wife, three sisters and three brothers.

John J. Powers, 66, manager of the Ritz-Carlton Hotel Laundry, Atlantic City, New Jersey, died suddenly of a heart attack. He was the former owner of the Aberdeen Laundry Co. and the American Laundry Co. there.

Mr. Powers was past president of the Laundry Managers Association of New Jersey and a member of the Spanish-American Social Club. He is survived by his wife, two sons and four daughters.

Mary McCausland Ross, wife of F. H. Ross, Sr., passed away suddenly on February 12. Mr. Ross is the president of F. H. Ross & Company, Charlotte, North Carolina. Survivors besides her husband include two sons, F. H. Ross, Jr., president of the LCATA, and James M. Ross.

Ed Schumann, president of the L&DCMMA from 1933 to 1936, passed away in Richlandtown, Pennsylvania.

Ozro Seaver, proprietor for several years of the Kingston (Vermont) Laundry, died recently. Mr. Seaver is survived by his wife, two sons and eight grandchildren.

Walter Scott Taylor, former vice-president and director of the American Laundry Machinery Company, Cincinnati, died after an illness of several months. For the past 15 years, Mr. Taylor had been president of the Franklin American Laundry, Columbus, Ohio. He leaves his widow and a son.

I. M. Weinstein, 67, chairman of the board of directors of Consolidated Laundries Corporation, New York, died on February 14 of heart disease in his home in Atlanta, Georgia. After service in the Army in World War I, Mr. Weinstein founded the National Linen Service Corporation of Atlanta, of which he was president and director at the time of his death. He was also director of the Linen Supply Association of America for the past six years.

Mr. Weinstein is survived by his wife and a son.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 164th St., Jamaica 3, N. Y. Republic 9-3916. 472-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 9653-2

THRIVING LAUNDRY PLANT located in the Ft. Worth, Dallas, Texas area. Completely equipped with the latest American equipment, including Formatic shirt line, air conditioner. Doing over \$110,000 business. This plant is a laundryowner's dream, needs no repairs or equipment replaced. It is exactly like you would like to equip a dream plant, so naturally it is a profitable business. This is one of those once-in-a-lifetime opportunities. **ADDRESS: Box 418, STARCHROOM LAUNDRY JOURNAL.** -2

For Sale—Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years. Modern equipment. For complete details and terms write: Buhl Laundry & Dry Cleaners, Buhl, Idaho. 464-2

Laundry and cleaning plant in fertile farming valley in southern California, on transcontinental highway. Ideal winter climate. \$100,000 gross income. Two boilers, American Sydon flatwork ironer, Automatic folder, all-metal Cascade washers. **ADDRESS: Box 473, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY PLANT IN MID-ATLANTIC SEABOARD STATE. GROSS OVER \$300,000. COMPLETELY EQUIPPED WITH MUCH NEW EQUIPMENT. PRICE INCLUDES BUILDINGS, LAND, TRUCKS, EQUIPMENT AND LAND FOR EXPANSION. ADDRESS: Box 478, STARCHROOM LAUNDRY JOURNAL. -2

PARTNER'S DEATH FORCES SALE of plant in south California, doing over \$6,000 per week. Fair equipment, fine building, fine locality with future. Excellent spot for linen supply and/or industrial. Good terms to responsible people. Reply: Box 507, **STARCHROOM LAUNDRY JOURNAL.** -2

Exceptional opportunity for several experienced laundrymen to buy established laundry. Family work, linen supply. Upper New York resort area. Annual sales \$100,000. Sacrifice due to illness. \$25,000. cash. Terms. **ADDRESS: Box 509, STARCHROOM LAUNDRY JOURNAL** -2

Cleaning, laundry and linen supply in Middle West, \$1,500 to \$1,800 per week. \$50,000. \$20,000 will handle, including real estate. Reply to Box 516, **STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE: Laundry includes building 60 ft. front on main highway, modern equipment, supplies, owner-run for 26 years. Will sacrifice for \$25,000, terms. Write: U. S. French Laundry, 2319 Main St., Susanville, Calif. 520-2

FOR SALE: Very profitable laundry and drycleaning plant, doing \$9,000 weekly business, fully managed, one-floor operation. Considered one of best equipped and laid-out plants in Virginia. Can be bought with or without property. Cash required \$100,000. Depreciation will pay off balance. Owners retiring. **ADDRESS: Box 521, STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE: WELL-ESTABLISHED LAUNDRY AND DRYCLEANING BUSINESS IN CONSTANTLY GROWING COMMUNITY IN CAROLINAS. ADDRESS: Box 522, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

Profitable laundry and drycleaning plant for sale. Located in stable Illinois community. Drawing population 40,000. Established 38 years. Good equipment. **ADDRESS: Box 539, STARCHROOM LAUNDRY JOURNAL.** -2

COMPLETE MODERN LAUNDRY PLANT IN ODESSA, TEXAS. Has 125 HP. boiler, 6-roll American ironer, two 48" extractors, 3 Prosperity shirt units, 7 Prosperity apparel units, 3 drycleaning units with still, complete fur storage, private water well with large softener and heaters, speed rails, complete office equipment. Capacity \$8,000 weekly. Furnished apartment in connection, trucks optional. Price \$45,000, attractive terms. Will lease or sell real estate also. Write or phone: Hammond Machinery Company, Waco, Texas. 540-2

LAUNDRY-CLEANING PLANT WANTED

Long on ability—short on cash. Have small down payment for a laundry and/or cleaning business. Proven operator, A.I.L. graduate. Will furnish the best in character and business references. **ADDRESS: Box 493, STARCHROOM LAUNDRY JOURNAL.** -1

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

HELP WANTED

WANTED—MAN CAPABLE OF TAKING COMPLETE CHARGE OF CLEANING AND LAUNDRY PLANT IN CAROLINAS. STATE AGE, QUALIFICATIONS AND EMPLOYMENT EXPERIENCE. ADDRESS: BOX 523, STARCHROOM LAUNDRY JOURNAL. -7

General manager wanted to manage small laundry plant doing about \$2,500 business per week, about 90% laundry. Must have a complete knowledge of laundry plant management from the boiler room to the customer's home. To the right man I will give my utmost assistance and cooperation, a salary plus an overwriting based on decreased costs and increased sales. **ADDRESS: Box 531, STARCHROOM LAUNDRY JOURNAL.** -7

SUPERINTENDENT, capable of supervising modern, quality laundry and cleaning plant with 56 employees. I need a well-qualified man, with proven record, who is a **LEADER** and has the know-how of successful operation, as this is a growing plant with unlimited possibilities. Salary commensurate with results. Modern Rhode Island plant. **ADDRESS: Box 538, STARCHROOM LAUNDRY JOURNAL.** -7

SALESMEN WANTED

SALESMEN—Must be thoroughly experienced in the laundry, linen service and institutional laundry field. Lifetime opportunity for good men. Write complete details. Thermopatch Corporation, 2439 Grand Concourse, New York 58, N. Y. 489-14

DYEING

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. **MAJESTIC DYE HOUSE, 3920 West Armitage, Chicago 47, Ill.** 314-12

SITUATIONS WANTED

WAREHOUSE MANAGER—Linen supply, laundry, fur storage departments. Experienced in control, inventory, insurance. Excellent references. **ADDRESS:** Box 487, **STARCHROOM LAUNDRY JOURNAL.** -5

General Manager, long experience in laundry and drycleaning, good in organizing and training, labor relations, buying, etc. Sound, sizable plant only—Philadelphia area. **ADDRESS:** Box 488, **STARCHROOM LAUNDRY JOURNAL.** -5

Laundry manager available at once. Lifetime experience. **ADDRESS:** Box 530, **STARCHROOM LAUNDRY JOURNAL.** -5

HOSPITAL LAUNDRY MANAGER, broad experience, training help, improving methods. New York, New Jersey or New England. **ADDRESS:** Box 535, **STARCHROOM LAUNDRY JOURNAL.** -5

LAUNDRY, DRYCLEANING, SALES, PRODUCTION MANAGER, CHAIN, INSTITUTIONAL, wishes position with top organization, years of know-how, excellent proven record, college graduate, married, sober, conscientious. Reply: Box 536, **STARCHROOM LAUNDRY JOURNAL.** -5

Superintendent or manager, twenty years successful laundry experience. Fully conversant with incentive methods, production control, etc. Twelve years with one plant, averaging over \$8,000 weekly. Married, age 49, college and laundry graduate. **ADDRESS:** Box 537, **STARCHROOM LAUNDRY JOURNAL.**

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO.,** 36 Pleasant Street, Watertown, Mass. 3240-38

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1228-37

FLEXIBLE STEAM HOSE

FLEXIBLE STEAM HOSE:—Replacements for all makes and models of pressing machines. Immediate delivery. **FLEXIBLE STEAM HOSE CO.,** 5317 Niles Street, Skokie, Illinois. 504-40

POWER PLANT EQUIPMENT FOR SALE

54 x 816 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 4,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9953-36

2-CLAYTON 25 H.P. OIL-FIRED BOILERS, LESS THAN FIVE YEARS OLD. GOOD FOR 100 POUNDS STEAM PRESSURE. COMPLETE WITH RETURN PUMPS. NEW YORK RIGGERS, 810 MEERER AVE., BROOKLYN, N. Y. 400-36

NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 1st of the month in which the advertisement is to appear.

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS:** Box 9879, **STARCHROOM LAUNDRY JOURNAL.** -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. **ADDRESS:** Box 9972, **STARCHROOM LAUNDRY JOURNAL.** -3

WANTED TO BUY:—Pleating machines. Will pay reasonable price. Robert Winslow, Bruce Street, Littleton, Mass. 458-3

MACHINERY FOR SALE

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

36" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

46" TROY and TOLHURST, direct motor-driven and belt-driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

4 AMERICAN 10- and 20-POUNDER, 2-COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6892-4

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. **CUMMINGS-LANDAU Laundry Machinery Co.,** 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 28" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single-roll flatwork and small-piece ironers. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

MACHINERY FOR SALE (Cont'd)

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 3, N. J. 9240-4

AMERICAN and **TROY** 24" and 28" **EXTRACTORS**, **BELT** or **MOTOR** **DRIVEN** WITH **NEW ELECTRICAL EQUIPMENT**. **READY FOR PROMPT DELIVERY**. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. **IN EXCELLENT CONDITION**. **SOME EQUIPPED WITH NEW MOTORS AND CONTROLS**. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

14x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, **MOTOR** **DRIVEN**. **PROSPERITY SUPER SPEEDSTER** AND **AMERICAN SUPER ZARMO 51" BODY PRESSES**. **VERY REASONABLY PRICED**. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

48" HOFFMAN AMICO, **FLETCHER WHIRLWIND** and **AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS**. **READY FOR PROMPT DELIVERY**. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. **PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK**. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, **MOTOR** **DRIVEN** and **36x30" HUEBSCH** and **HOFFMAN OPEN END TUMBLERS**. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. **THOROUGHLY REBUILT IN NEW MACHINE CONDITION**. **READY FOR IMMEDIATE DELIVERY**. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 42x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30x48" petroleum unit with filter, still, etc., brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9069-4

4 Tumblers, Ellis Drier Company, 48x120" motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, **COMPLETE WITH VARIABLE-SPEED MOTORS**. **NEW MACHINE GUARANTEE**. **CUMMINGS-LANDAU** Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH **NEW ELECTRICAL EQUIPMENT** AND **NEW 3-, 6- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS**. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

For Sale: 1—Used 44 x 84" ROBOT two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY**, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7743. 9428-4

It Pays To Shop American For Used Equipment

Factory Rebuilt Machinery Put in Top Working Condition by American Experts...Guaranteed For 6 Months!

The exact machine you're looking for is waiting for you at American! Our huge selection includes laundry and dry cleaning equipment of all types and sizes—large and small volume, manually operated to completely automatic.

American designs and builds the highest quality laundry and dry cleaning machinery—so naturally our expert engineers and machinists know how to rebuild equipment for maximum dependability and output. American also has available for your inspection many bargains in "As Is" equipment. Whatever you need—American has it. Shop American first.

Washers
Extractors
Tumblers

Ironers

Presses
Shirt Finishing
Units



THE AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI, OHIO

MACHINERY FOR SALE (Cont'd)

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

24 x 120" RETURN-FEED SUPER IRONER, **MOTOR-DRIVEN**. **PRICED RIGHT**. **CUMMINGS-LANDAU** Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY**. Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y. 4400-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

UNIPRESS LATEST MODEL 2 GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2 LAY SLEEVE PRESSES. **EXCELLENT MECHANICAL CONDITION**. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42 x 42" AMERICAN 3 Y COMPARTMENT 3 DOOR MONEL METAL MOTOR DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, **COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE**. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4 GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

MACHINERY FOR SALE (Cont'd)

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

STAINLESS-STEEL AND WOOD LAUNDRY WASHERS, both new and rebuilt, direct from manufacturer to you at great savings. Pictures and literature on request. Horwath Laundry Machinery Mfg. Co., 1002 South 13th St., Omaha, Nebraska. 170-4

WOOD CYPRESS CYLINDERS and fir replacement shells for any make washer direct from manufacturer to you. Horwath Laundry Machinery Manufacturing Co., 1002 So. 13th St., Omaha, Nebr. 187-4

Wood cylinders and shells, replacements; any size, with new brass hinges and stainless-steel trim; also new wood washers. **ILLINOIS LAUNDRY MACHINERY MFG. CO., INC.**, 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2691. 188-4

2-ROLL 100" COLUMBIA and 120" RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 307 Ten Eyck St., Brooklyn 4, N. Y. 329-4

NATIONAL CASH REGISTER BOOKKEEPING MACHINE, GOOD FOR 27 ROUTES, 18 CLASSIFICATIONS, 99 BUNDLE NUMBERS, 999 LOT NUMBERS, CAPACITY UP TO 99½ POUNDS and \$99.99. MODEL A-2397 (4). ST. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 403-4

FOR SALE:—42" x 96" Henriot washer, 36" x 72" American conditioning tumbler with conveyor to feed flatwork ironer, two 30" x 120" cylinder ironers, miscellaneous extractors, washers, tumblers and shirt units. Many bargains. Mr. E. T. Sherwin, American Linen Supply Co., 740 N. Rush St., Chicago 11, Ill. 429-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1-COMPARTMENT, 1-DOOR, MOTOR-DRIVEN, 30 x 48", 28 x 33", 24 x 36", 24 x 24". REBUILT LIKE NEW. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 433-4

45" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 480-4

FANTOM-FAST MARKING UNIT with booth, 58-key lister, counting device. New 1953 cost \$1,752. Will sacrifice. Davies Laundry, 2349 Cottage Grove, Chicago, Ill. 482-4

For Sale:—4 Fantom-Fast National Marking Machines, 2 air power, 2 foot power. FINGER LAKES LINEN SUPPLY, 511 Exchange St., Geneva, N. Y. 483-4

2-roll return ironer, American, motor-driven, in excellent shape. Also Prosperity drycleaning unit Model 3B, good operating shape. Very low prices. Louis D'Angelo, 1070 - 66th Street, Brooklyn, N. Y. Belle Harbor 5-3229. 485-4

FOR SALE:—72" Purkett shakeout tumbler complete with loader truck and hoist, located Portland, Oregon; also 72" heat-conditioned Purkett shaker, located Denver. Excellent condition. Reasonable. Write:—E. T. Sherwin, American Linen Supply Co., 704 North Rush St., Chicago, Ill. 490-4

800 KEY-TAG BARS with 4 OR MORE 5" PINS ON SAME. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 315 Ten Eyck Street, Brooklyn 6, N. Y. 232-4

FOR SALE:—Cheap:—American double-cylinder flatwork ironer 30 x 120. See it running, \$1000; one Huebsch open-end 30" drycleaning tumbler, \$275; marking machines, black and invisible, transformers, accessories, drycleaning and laundry checking and assembling reels, Prosperity and Ajax two-girl shirt units, new Tag-O-Electric marking machines, brand-new Hydraxtor with hoist and pump (never uncrated), and numerous other miscellaneous machinery. Let us know your needs. We will give you a bargain. Parker's Sno-White Laundry, 584 Edgewater Ave., Atlanta, Ga. 498-4

48" Purkett shakeout tumbler, 24" American No-Effort handkerchief press, 220V, 3 phase, 60 cycles, good condition. Manheim Laundry, 5344 Germantown Ave., Philadelphia 44, Pa. 499-4

New and partly used Prosperity laundry machines for collar and cuff pressing. Machines are latest automatic Power Circle type. Will sell at great sacrifice for fraction of original cost. Manufacturers' and dealers' inquiries solicited. ADDRESS: Box 501, STARCHROOM LAUNDRY JOURNAL. -4

For Sale:—One two-girl used Prosperity shirt unit consisting of triple-head press, two-lay sleeve press, bosom and body press, yoke press and folding table. Machines PC models in good condition. \$750 takes all. Harold Stegmiller, Moline, Illinois. Distributor for The Prosperity Company. 505-4

60" ZEPHYR and 60" HOFFMAN OPEN-TOP EXTRACTORS WITH MONEL AND STAINLESS-STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 506-4

WHITLOCK 54 x 144 closed-type hot-water heater with copper-tube bundle; HUEBSCH 25" napkin ironer, AMERICAN 51" Zarmo presses; PROSPERITY Model 219 P.O. presses; FLETCHER 50" unloading extractor; TROY 30" extractors; HUEBSCH 36 x 30 open-end tumblers; AMERICAN CASCADE 42 x 84 motor-driven washers; PROSPERITY 100 lb. open-end washer. IG. WEINGARTNER & SON, INC., 4738 Easton Ave., St. Louis, Mo. 510-4

FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb; 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 511-4

Entire equipment and machinery by the piece at very low prices. Write for complete list. Cowdens Laundry, Okmulgee, Okla. 517-4

AMERICAN 4-roll flatwork ironer with 2-speed motor, 3 Fletcher 50" TWINTAINER extractors with 2 sets baskets each; several Prosperity 2-girl PC shirt units, Purkett shakeout tumblers, one with and one without heat; several 24 BC and M-60 Bock extractors; American 30" 220/3/60 extractor, 3-roll flatwork ironer rebuilt like new, cheap, irons both sides. A GOOD BUY on NEW SPEEDY WASHERS; Huebsch 20 and 25" handkerchief ironers, large lot Huebsch tumblers. WASHERS all sizes. HUGHES LAUNDRY MACHINERY, 14401 Ford Road, Dearborn, Michigan. 518-4

Forse Master sleeve, return-type single-roll ironer. Steam-heated. 20 H.P. Curtis Model C air compressor. IG WEINGARTNER & SON, INC., 4738 EASTON AVENUE, ST. LOUIS, MO. 519-4

42" x 96" AMERICAN CASCADE UNLOADING WASHER WITH FULL AUTOMATIC CONTROLS. MONEL METAL, TWO-POCKET, SELF-DUMPING, INSTALLED NEW IN 1946. PERFECT CONDITION. ALSO ONE NEW ROYAL STARCH MACHINE, ONLY USED TWO WEEKS. IDEAL LAUNDRY & DRY CLEANERS, INC., ROANOKE, VA. 524-4

Used heated Purkett 48" shaker equipped with two A.C. motors. Priced to sell, \$650. DUDLEY LAUNDRY COMPANY, NORFOLK, NEBRASKA. 525-4

One National Cash Register laundry business machine, Model 2000, in A-1 condition, priced very reasonably. ADDRESS: Box 527, STARCHROOM LAUNDRY JOURNAL. -4

MANHATTAN LAUNDRY, Boston, Mass., GOING OUT OF BUSINESS, PLANT CLOSED! All equipment being liquidated at BARGAIN PRICES. MOST MODERN AND UP-TO-DATE. ACT NOW: WRITE, OR PHONE FOR COMPLETE LIST. LIQUIDATOR, WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th Street, Long Island City 1, New York. Stillwell 6-6666. 528-4

For Sale: Prosperity 2-girl shirt unit in very good condition. Sweet-Clean Laundry & Dry Cleaning Co., 6710 Lexington Ave., Cleveland 3, Ohio. 529-4

ONE FORMATIC automatic shirt press, three years old, excellent condition. TROY LAUNDRY CO., PORT HURON, MICH. 532-4

48" AMERICAN OPEN-TOP EXTRACTOR, SERIAL #53381 M 31649, PURCHASED NEW 1947, USED PART-TIME IN INDUSTRIAL OPERATION, NO LONGER REQUIRED. EXCELLENT CONDITION. WRITE: Box #533, STARCHROOM LAUNDRY JOURNAL. -4

1—Double Asher ironer; 1—American Tiltor 4-girl shirt unit; 1—Huebsch handkerchief ironer; 1—National Cash Register; 1—Ames 75 K.W. engine generator, 3 Ph., 220 V, 60 cycle, with voltage regulator and all instruments in perfect condition; 1—65" x 36" Stack 5/16" thick, 4 years old; 1—General Electric motor; 1—Westinghouse motor R.P.M. 1750. All above machinery were very well maintained and all are in good operating condition. Please contact: Mr. David S. Borus at Royal Laundry Service, Inc., 700 South 15th Street, Newark 3, N. J. Essex 3-3400. 534-4

THE CAROLYN LAUNDRY, one of the most progressive and oldest plants in New York City, has decided to liquidate their business.

CUMMINGS-LANDAU has been appointed sole liquidators of their equipment. The machines were well maintained and are all in good operating condition. Quite a number were purchased from 1946 on.

All equipment must be sold and it is recommended that immediate action be taken if you are looking for real values in the purchase of good serviceable laundry equipment for your plant.

IRONERS:

- 5 - American 120" Sylon 8 roll ironers
- 1 - American 120" Super Sylon 8 roll ironer
- 1 - American 120" Sylon 12 roll ironer

FLATWORK IRONER ACCESSORIES:

- 5 - American Trumatic 2 Lane Folders
- 2 - American 5 Lane Stackers
- 2 - American Foldmasters, 7" Fold
- 1 - American Foldmaster, 8" Fold

ABOVE EQUIPMENT INSTALLED DURING 1947, 1948, and 1949.

TUMBLERS:

- 1 - 72" Purkett Conditioning Tumbler, without heat
- 5 - American Airway 10 Pound 2 pocket tumblers
- 4 - 36 x 30" American Zone-air 4 coil reversing tumblers
- 9 - 36 x 30" American Zone-air 4 coil tumblers
- 9 - 36 x 30" Huebsch 4 coil tumblers

PRESSES:

- 10 - American Tiltor 4 girl shirt units
- 6 - American 54" duck coat presses
- 40 - American 51" tapered buck presses
- 1 - American Blouse Unit, consisting of: collar and cuff combination bosom and backer and vertical sleeve

EXTRACTORS:

- 1 - 28" American
- 1 - 30" American Monex (monel basket and curb)
- 17 - 48" American Humatics
- 1 - 60" Tolhurst center slung, open top
- 1 - 60" Hoffman Amico, open top

WASHERS:

- 17 - 42 x 84" American Master Cascade monel metal 2 compartment 2 door
- 6 - 42 x 36" American Master Cascade monel metal 1 compartment 1 door
- 3 - 54 x 126" Cummings-Landau wood washers, 9 compartment 9 door
- 1 - 22 x 25" American open end monel metal washer
- 2 - 42 x 96" American Norwood Cascade monel metal, 3 compartment washers
- 1 - 42 x 96" American Norwood Cascade monel metal washer, 3 compartment with full automatic washer control
- 1 - 42 x 96" American Norwood Cascade monel metal washer, 3 compartment with semi automatic washer control

THE LAST FIVE MACHINES WERE INSTALLED DURING 1947, 1948 and 1949

Above equipment offered subject to prior sale.

Inspection invited and recommended.

PLEASE WIRE, PHONE OR WRITE FOR FURTHER DETAILS TO:

CAROLYN LAUNDRY

112 East 129th Street,
New York 35, N. Y.

Telephone: SACRAMENTO 2-2000

CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,

305 Ten Eyck Street, Brooklyn 6, N. Y.

Telephone: HYACINTH 7-1616

MISCELLANEOUS:

- 3 - Ingersoll Rand 9 x 8 Water Cooled type ER-1 Compressors
- 1 - Andmar with Unatherm control—40 thousand Gallons above ground heat reclaimer with circulating pump
- 2 - Singer button sewing machines
- 2 - American automatic handkerchief ironers
- 1 - Huebsch handkerchief Ruffer
- 2 - American curtain dry rooms
- OVER 1000 Keytag bars and pins
- 12 - Triner and Toledo scales (from 70 to 300 lbs.)
- 6 - Various size conveyors
- 8 - Time Clocks
- 300 Various size washroom and laundry trucks
- 8 - National hand marking machines
- 6 - Perfection hand marking machines
- 15 - Various size exhaust fans and blowers
- American Clip Identification system with: 3 attaching and 3 detaching machines.

AND MANY MORE ITEMS TOO NUMEROUS TO MENTION.

DRYCLEANING DEPARTMENT:

INSTALLED AFTER 1946

- 1 - American Noex 140F dry cleaning unit, consisting of:
 - 30 x 48" Metal washer
 - 30" Extractor
 - 36 x 30" Tumbler
 - 1300 gallon filter and vacuum pump
 - 75 gallon still
 - 2 cone bottom tanks complete with pumps, traps, piping, fittings and all accessories
- 1 - 36 x 30" Noex dry cleaning tumbler
- 5 - Hoffman XCO Presses
- 2 - Hoffman XCO 56 Presses
- 2 - Hoffman XW12
- 3 - Table puff iron stands
- 1 - Elcco steam spotting board
- 1 - Glover Steam spotting board
- 1 - Hat Blocking unit

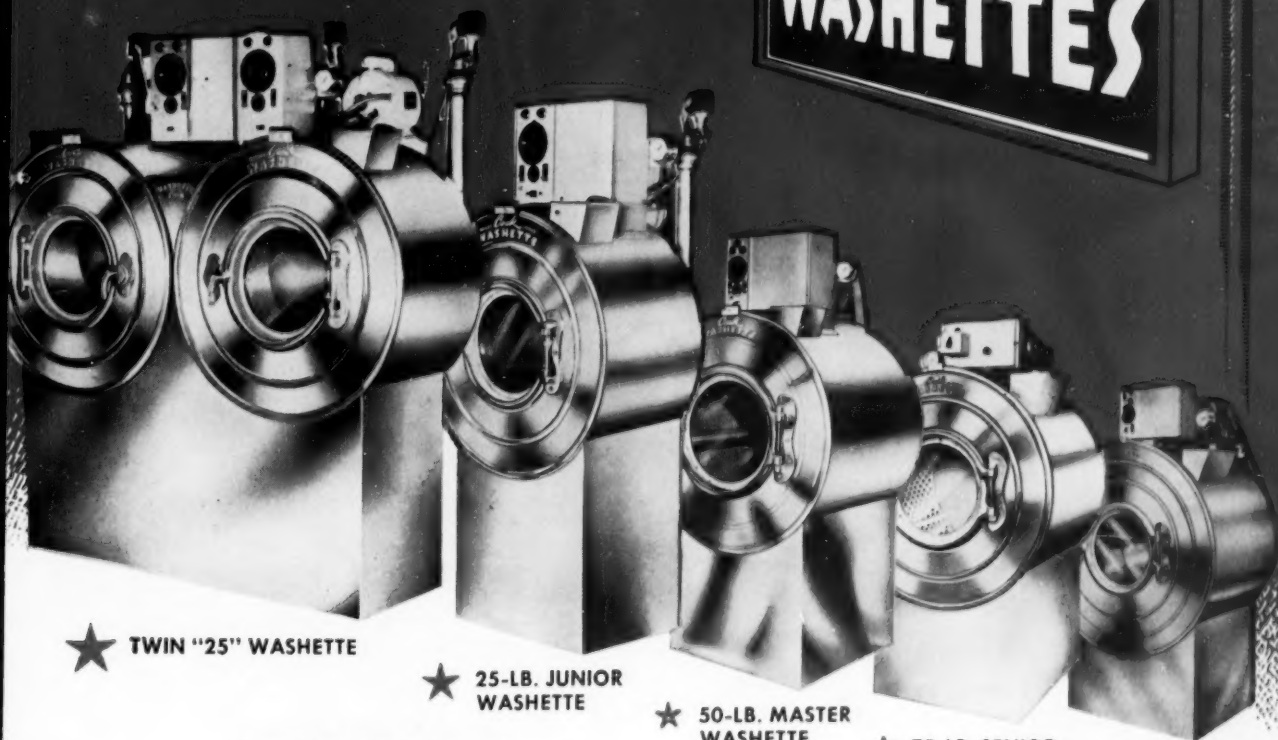
OFFICE EQUIPMENT:

- 1 - National Cash Register Bookkeeping Machine, less than 2 years old
- 18 - different size standard and typewriter desks
- 4 - Electric and standard typewriters
- Steel Shelves and Partitions
- 400 double clothes lockers

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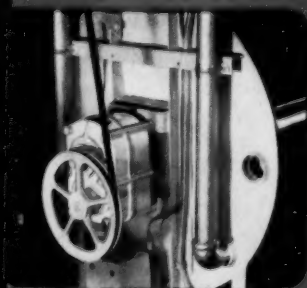
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- ★ BRASS DOOR AND HARDWARE
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This new reducing gear increases efficiency with less friction and motor strain. The mounting arrangement requires no flexible couplings or costly adjustments.



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The Cook Extractor is available in 20 and 26 inch models—stainless steel constructed with Hamilton basket—now featuring a new safety device which prevents cover from opening while the basket is spinning.



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The stainless Steel basket lifts free of tubular aluminum frame for easy emptying. The cart is mounted on swivel type casters for maneuverability. Capacity 25 lbs. Height 33 inches.



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- ✓ Faster, Unblocked Drying
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